

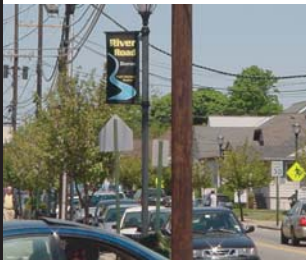
River Road District

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Inside Fair Lawn host, **Wayne Robbins**, films participating businesses and streetscape scenes in his latest production of “Spring Greetings” sponsored by the River Road Improvement Corporation.



Inside Fair Lawn: Spring Greetings

from River Road Businesses

Members of the River Road Improvement Corporation (RRIC) have an extra opportunity to greet friends, neighbors and customers through the appeal of local access TV.

“Inside Fair Lawn,” a show that airs on channel 77, Fair Lawn’s community access station, features a segment called “Happy Springtime” in which two dozen business owners and merchants share seasonal greetings with viewers. Professional videographer Wayne Robbins, who produces and directs “Inside Fair Lawn,” says that the shooting of the “Happy Springtime” segment went very well. “We wanted to cover the entire district, from one end to the other, and we accomplished that. Everyone was very pleased with the results.”

Furthermore, he adds, the tone of the taped greetings helps emphasize that many positive changes have taken effect on River Road, making it a commercial destination of choice.

Made possible by a grant from the RRIC, “Happy Springtime” is the second such segment aired as part of “Inside Fair Lawn” (the previous versions were shown in November and December of last year), and a third is now being planned for November and December 2005. Some participants in the RRIC-sponsored segments take the opportunity to speak in their native tongues, effectively emphasizing the diversity that makes River Road a very special and unique district.

In addition to the greetings, Robbins speaks with the RRIC’s Chris Bernardo during the segment about several of the recent maintenance efforts that have made such a positive impact on River Road, including new signage and planters.

“Inside Fair Lawn” airs twice daily, at 11:30 a.m. and 9:00 p.m., and the special “Happy Springtime” segment airs for several weeks at the end of May and beginning of June.

The following businesses are involved with this segment:

Alexandra’s Beauty Spot	13-36 River Rd. #A	201-794-7077	Giovanni’s Deli	14-29 River Rd.	201-791-1911
Amber Cyclery	11-02 River Rd.	201-791-5600	Gotlieb Hearing Center	14-12 River Rd.	201-703-6800
Amira Fresh Fruits & Vegetables	12-64 River Rd.	201-703-3618	Hallmark Cards	17-69 River Rd.	201-475-7575
Angelo’s Pizzeria	12-28 River Rd.	201-791-4578	Headline Salon	7-13 Fair Lawn Ave.	201-796-8880
Anthony Roberts Salon	12-78 River Rd.	201-791-2226	Kuiken Brothers	6-02 Fair Lawn Ave.	201-796-2082
Arthur Avenue Deli	6-02 Berdan Ave.	201-797-5974	Lazon Paints	17-12 River Rd.	201-796-3500
Bella Vita Restaurant	17-61 River Rd. #A	201-791-2224	Maple Auto Repair	11-12 River Rd.	201-791-8663
Chez Sima	12-46 River Rd.	201-791-1381	River Road Barber Shop	12-52 River Rd.	201-797-4066
Columbia Bank	14-07 River Rd.	201-791-6969	ShopRite	17-17 River Rd.	201-475-3750
Community Bank of Bergen County	12-79 River Rd.	201-791-0101	Walker Kornbluth Art Gallery	7-21 Fair Lawn Ave.	201-791-3374
Empress Diner	13-48 River Rd.	201-791-2895	Wash’em & Dry’em	17-63 River Rd.	201-794-0313
			Xpress Haircutters	17-61 River Rd. #B	201-398-1977



Look for our

“GOODY BAG” at the Radburn Sreet Fair on June 5th.

For information about the River Road Improvement Corporation managing the River Road District visit our website www.FairLawnRiverRoad.com or call 201 797-3442 ext. 22
Don Smartt, District Administrator; Diana Vitrano, Special Events Manager