



## WHO WE ARE

The RRIC is a public/private non-profit organization that creates a partnership between the River Road district and the borough of Fair Lawn. The RRIC organizes plans and implements the economic and physical improvement of River Road. The mission of the RRIC is to partake in endeavors on behalf of all those who live, work, and invest in the success of River Road in order to foster the revitalization of the district and to strengthen the district's commercial contributions to the residents and property owners of the borough of Fair Lawn.

# 2016 SCHEDULE OF EVENTS

Mark your calendars! Looking for family fun activities with family and friends? Need to plan a child-friendly day? Join us at one of our scheduled district events presented by Community Bank of Bergen County and Inserra ShopRite.

**Sat. June 18th – Family Fun Day**  
Entertainment, Dance Demonstrations, Games and More!

**Sat. Sept. 17th – Pet Walk & Fair**  
Displays, Entertainment, Pets Invited

**Sun. Oct. 9th – Fair Lawn Chamber of Commerce Street Fair & 14th Annual RRIC Classic Car Show**

**Mon. Oct. 31st – Halloween Trick-or-Treat**  
Families invited to Trick-or-Treat at district businesses



*“Make Our Neighborhood Yours!”*

### Proud Supporter:

## Arthur M. Levine, LLC

Walgreens  
ATT Authorized Retailer  
Daphine's Hallmark Shop  
Sel-Rite Bar & Liquors  
Bella Vita Restaurant

Sherwin-Williams  
Hunan Wok  
Lulu Nails  
Wash'em 'n Dry'em  
Mega Savings

At the

**ShopRite Center  
River Road**

## The River Road Improvement Corporation

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# “Make Our Neighborhood Yours!”

## OUR VISION

The vision of the RRIC is to maintain healthy, vital commercial districts in a community that can meet the challenging needs of changing times. River Road, like other districts in the community, need focused attention to improve the district and its commercial viability. It is our wish that the validity of the private/public partnership can prove to be a benefit to all districts and not just River Rd.

## OUR BOARD

The RRIC is operated by a Board of Directors. The members of the Board are comprised of business owners, property owners, local residents, and borough liaisons. The board of directors has overseen many improvements over the course of the past twenty years. Among them has been the implementation of a business friendly environment to make the district more hospitable. This project saw the installation of benches, planters, trash receptacles, banners, flags and regular maintenance of these district areas. The Board has also overseen a facelift of the entire River Road corridor. It began over twenty years ago with the introduction of classic street lamps, brick paver sidewalk accents, intersection remodeling, and holiday lighting.

## EVENTS

Throughout the year, the RRIC sponsors many community events and programs. These events include classic car shows, street fairs, pet walks, summer concert series, food banks, Small Business Saturday, November 26<sup>th</sup>, holiday decorations and window painting.



For more information on RRIC news, events and businesses, contact us or visit our website [www.fairlawnriverroad.com](http://www.fairlawnriverroad.com) and follow us on Facebook at [www.facebook.com/fairlawnriverroad](http://www.facebook.com/fairlawnriverroad)