



# Riverdale RiverFest 2014

Project of the Friends of the Hudson River Greenway in the Bronx

## NEWS RELEASE

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### **FIFTH ANNUAL RIVERDALE RIVERFEST WATERFRONT FESTIVAL PICKS UP KEY SUPPORT FROM ELECTED OFFICIALS**

Last week, the Friends of the Hudson River Greenway, the organization behind this coming Sunday's Riverdale RiverFest at the College of Mount St. Vincent, got a shot in the arm from local elected officials.

In a joint op ed in the *Riverdale Press*, Representative Eliot Engel, State Senator Jeffrey Klein, Assemblyman Jeffrey Dinowitz, and Councilman Andrew Cohen acknowledged that "there appears to be nearly universal agreement that waterfront access is desirable and would be very good for the people of Riverdale, the rest of the Bronx and beyond."

The statement came a few weeks before Riverdale RiverFest, the community's signature annual waterfront festival, which seeks to promote the design and construction of a three-mile waterfront Greenway link in the Bronx. The four local elected officials declared that "we very much look forward to working with all interested parties to achieve a consensus and to achieve the long sought-after goal of access to our beautiful Hudson River. The challenges of committing to a plan — funding, construction, infrastructure concerns, timing — are all very real, but the cost of doing nothing is even greater."

The Riverdale RiverFest organizing committee is entering it's final preparations, which includes the running of a week's worth of TV spots on NY1 and Bronx12. Rides on the Hudson River aboard the two schooners – the *Mystic Whaler* and the *A.J Meerwald*, and the retired NYC fireboat, the *John J. Harvey* are filling up quickly.

This week's *Riverdale Press* will feature a supplement that will serve as both a festival program and a promotional platform for the proposed Greenway.

The festival is organized and run entirely by community volunteers. Both the festival and the proposed three-mile waterfront route enjoy the active support of Senator Charles Schumer, all local and State-wide elected officials who serve the area, and Bronx Community Board 8. Riverdale Riverfest is endorsed by more than 50 community organizations, including the neighborhood's schools and religious institutions. This will be the first year that the festival will feature a Local Business Corner coordinated and organized by the Kingsbridge Riverdale Van Cortlandt Development Corp. (KRVC).

Complete information about Riverdale RiverFest 2014 is available on the festival's website: [www.riverdaleriverfest.org](http://www.riverdaleriverfest.org) and at [www.facebook.com/riverdale-riverfest-2014](http://www.facebook.com/riverdale-riverfest-2014).

More information about the Hudson River Greenway and the Greenway Link can be found at [www.greenwaylink.org](http://www.greenwaylink.org).

Riverdale Riverfest is a project of the Friends of the Hudson River Greenway in the Bronx.

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