

SIXTH ANNUAL

Riverdale RiverFest



SUNDAY, JUNE 14
12 PM — 6 PM



Celebrating the Hudson River and supporting
the Greenway in the northwest Bronx

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Kingsbridge Riverdale Van Cortlandt



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Welcome to



Sunday, June 14, 2015
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Riverdale, NY 10471

**Music, Exhibits, Entertainers,
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Admission is Free**

**An annual celebration
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Boat Rides & Waterfront Programs

Make a reservation to take a ride on the Hudson River aboard the restored 1885 sloop Pioneer and the legendary Hudson River sloop Clearwater on Sunday, June 14. Special pre-festival sails will also be held on Saturday, June 13, on the Pioneer.

Ticket prices: Adults, \$25, Children, infant to age 14, \$15

Visit www.riverdaleRiverFest.org/boat-reservations-2/
to reserve your ride.



Pioneer

(Approx. 1 1/2 hour sail)

Date: Saturday, June 13

Times: 10:30 a.m. / 12:45 p.m. / 2:45 p.m.

(Approx. 1 1/2 hour sail)

Date: Sunday, June 14

Times: 10:00 a.m. / 12:00 p.m. / 2:00 p.m. / 4:00 p.m.



Clearwater

(Approx. 1 1/2 hour sail)

Date: Sunday, June 14

Times: 9:30 a.m. / 11:30 a.m. / 1:30 p.m. / 3:30 p.m.

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Directions

Getting to the College of Mount St. Vincent

We encourage everyone to walk, bike or take public transportation to this event!

Bicycle parking will be available at the festival.

Travel by Public Transportation

Subway:

Take the "A" train to W. 207th St. Leave the station via the W. 211th St. exit. Take the MTA Bx7 bus to the campus gate on Riverdale Ave. at W. 263rd St.

Take the #1 train to W. 231st St. Transfer to the MTA Bx7 or Bx10 bus and take it to the campus gate on Riverdale Ave. at 263rd St.

Bus (from Manhattan):

Take the BxM1 or BxM2 Express bus (\$6.50 fare) from mid-town Manhattan to the campus gate on Riverdale Ave. at W. 263rd St. For information and schedules, please see the MTA bus schedules.

Bus (from the Bronx):

Several bus lines intersect at Broadway and W. 231st St. From here take the Bx7 or the Bx10 bus, both of which stop at the campus gate on Riverdale Ave. at W. 263rd St.

Bus (from Westchester):

Change at Getty Square in Yonkers for the Mount Saint Vincent #8 Bee-line bus.

Travel by Car:

Please note that there will be LIMITED parking available at the College. Enter the campus at 6301 Riverdale Ave. and you will be directed to limited parking by security. If the campus parking lots are full, then you may look for parking on the local streets.

From the North (Upstate NY, New England):

Take the NY State Thruway, the Taconic State Parkway, Sprain Brook Parkway, Bronx River, or Hutchinson River Parkway South to the Cross County Parkway West. Continue to the Saw Mill River Parkway South to the Henry Hudson Parkway South. Take Exit 22, W. 254th St. Turn left at the stop sign and go one block to Riverdale Ave. Turn right and proceed north on Riverdale Ave. to W. 263rd St. Turn left into the campus.

From the West (New Jersey, Pennsylvania):

Take the George Washington Bridge. Exit for Henry Hudson Parkway North. Northbound, take Exit 22, West 253rd St. Turn right at the stop sign and bear right over the parkway to Riverdale Ave. Follow Riverdale Ave. to W. 263rd St. Turn left into the campus.

From the South (B'klyn, Staten Is., Manhattan):

Head north on Manhattan's West Side Highway to the Henry Hudson Parkway North. Northbound, take Exit 22, W. 253rd St. Turn right at the stop sign and bear right over the parkway to Riverdale Ave. Follow Riverdale Ave. to 263rd St. Turn left into the campus.

From the East (Long Island, Queens):

Take the Throgs Neck or Whitestone Bridge to the Cross Bronx Expressway. Exit at Rosedale Ave/Bronx River Parkway. Take the Bronx River Parkway North to the Mosholu Parkway. Turn right at the light and take the Mosholu to the Henry Hudson Parkway South. Take Exit 22, W. 254th St. Turn left at the stop sign and go one block to Riverdale Ave. Turn right and follow Riverdale Ave. to W. 263rd St. Turn left into the campus.

OR take the Triboro Bridge to Major Deegan Expressway to Exit 11, Van Cortlandt Park South. Bear right off the expressway to Broadway. Turn right on Broadway to W. 261st St. Turn left on W. 261st St. to Riverdale Ave. Turn right and follow Riverdale Ave. to W. 263rd St. Turn left into the campus.

Bike Valet

Attention Cyclists — Free Bike Valet!

You can check your bike free of charge at the bike valet on Marillac Field, which is located next to the Great Lawn and is central to all the exhibits and events at the festival.

There is no need to reserve a space to park your bike.

View our Festival Map on page 12 to see the location details.

Parking

We encourage everyone to bike, walk or take public transportation to this event. There will, however, be limited parking available at the College: enter the campus at 6301 Riverdale Ave. and security will direct you to available parking. If the campus parking lots are full, then you may look for parking on the local streets.

Shuttle Bus

From both the campus entrance gate and the main parking lot there will be a free shuttle bus, which will operate all day (9am-7pm) to the Great Lawn where the festival takes place.

The bus will stop near the campus main gate, at the main campus parking lot and then on Castle Road at the top of the stairs to the Great Lawn where the festival takes place. Make a grand festival entrance down the beautiful, majestic staircase!

There is an accessible shuttle stop in the Rosary Parking Lot on the north end of the festival/Great Lawn.



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Performances



Special Festival Stage

5:00pm | Blood Sweat & Tears

Thanks to State Senator Jeff Klein, Grammy award-winning and multi-platinum record music group will headline the event.

Riverside stage



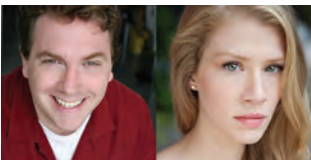
12:00pm | Rob Taube

A busy musician, songwriter, producer and independent music teacher in New York City, Avid Records artist Rob Taube brings a big-city edge to his country/rock-influenced music. robtaube.com



1:00pm | Steve Oates

"Steve gives us dazzling fingerpicked renditions of contemporary, jazz & pop tunes. He's a fine entertainer as well." —*Acoustic Beat*
[www.facebook.com /pages/Guitarist-Steve Oates](https://www.facebook.com/pages/Guitarist-Steve-Oates)



2:00pm | Rob Schiffmann with Mallory Kinney

Rob Schiffmann plays all over the country as the lead singer and writer of his band "The Hilary Step." "Every song is one of a kind," says *Time Out NY*. He's joined by Mallory Kinney, a model, singer, actor who's pretty good at bowling, too.



3:00pm | Cariad Harmon

The singer-songwriter spent much of her youth dancing until the wee hours of the morning to legendary house and techno DJs at West London's now defunct Club UK. After the parties were over, she returned home to strum her acoustic guitar. cariadharmon.com



4:00pm | Randy Niles

Randy Niles describes himself as a "singer-songwriter and indie soul artist." He is a one-man band who creates seamless, radio-ready compositions from the ground up. www.randyniles.com

Performances

Main Stage



12:00pm | The Traveling Jewburys

Riverdale's legendary roots rock and folk band returns.
www.travelingjewburys.blogspot.com



12:50pm | Seeing Voices

Seeing Voices has been producing and playing their particular flavor of original blues-tinged psychedelic music since before the turn of the century.
seeingvoices.net



1:40pm | ABADA Capoeira-Bronx

ABADA-Capoeira Bronx (ACBX) uses the Afro-Brazilian art form, Capoeira, to promote core values of Culture, Exercise and Community.
www.acbx.org



1:55pm | Genetic Control

myspace.com/geneticcontrol/



2:45pm | Mark the Harper

Mark The Harper is your friendly neighborhood blues man. "Not only is he friendly, he can play like the best of the Delta boys," says Relix Magazine's Dan Murphy. marktheharper.com



3:30pm | Riverdale Rising Stars

Riverdale Rising Stars was created to provide teens a professional repertory company experience, creating a nurturing environment where they feel free to express themselves artistically as they grow both onstage and off. riverdalerisingstars.com



3:45pm | Sara Bouchard & the Salt Parade

Celebrating the golden era of Americana while soulfully imagining the future, Salt Parade is an irresistible blend of tradition and experimentation. sarabouchard.com

Upcoming KRVC Events

New! Movie on the Block!

Thursday, July 30
Riverdale Ave., W. 236th-238th Sts.

Saturday, September 5
Seton Park, W. 232nd St. & Independence Ave.

Block Festival

Sunday, September 20
Riverdale Ave., W. 258th-259th Sts.

Greenway Gala

Sunday, October 18
Hebrew Home, 5901 Palisade Ave.

Indoor Concert

Thursday, November 19
Location TBA



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Bronx Historian Lloyd Ultan

Face Painting

Jacob D'Eustachio, Juggler

Native American artifacts, Barry Keegan

Society for Creative Anachronism/Medieval/Renaissance Village



New this Year!

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Special Activities sponsored by the Riverdale Y
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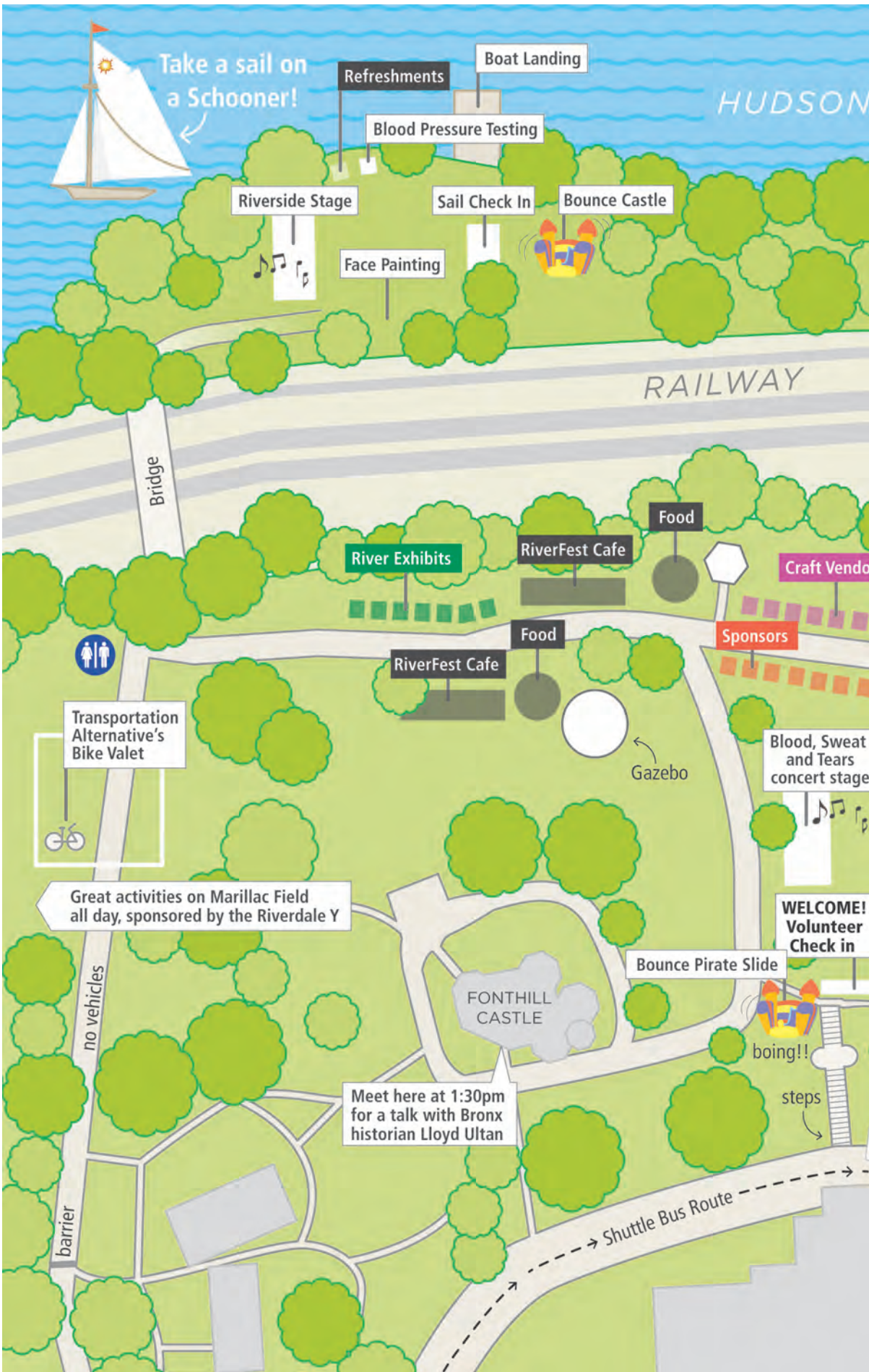
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Riverdale RiverFest 2015





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Cliff Stanton

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At Mount Saint Vincent, a student's education extends beyond knowledge, skills and preparation for work. We seek the development of the whole person. In the spirit of Vincent de Paul and Elizabeth Ann Seton, we foster an understanding of our common humanity, a commitment to human dignity, and a full appreciation of our obligations to each other.

Exhibitors & Vendors

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North Riverdale Merchants Association
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State Senator Jeff Klein

River Exhibits

Bronx River Alliance
Metropolitan Waterfront Alliance
Riverhead Foundation
Riverkeeper

Children’s Activities & Exhibits

Ali’s Art in the Park
Bedrock Preschool
Bronx Children’s Museum
Face Painting
Hair Spraypainting and Feathers
with Touch of Sun Salon
Native American Artifacts
NYC Parks and Recreation Play Mobile
PS 24
PS 81
Riverdale Macaroni Kids
Riverdale Presbyterian Church Nursery School

Not-for-Profits

Bronx County Historical Society
Department of Sanitation Organics
Friends of Van Cortlandt Park
Jewish War Veterans
Kingsbridge Historical Society
Part of the Solution
Riverdale/Yonkers Society for Ethical Culture
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RiverFest

Mission & History

Riverdale RiverFest is an annual community festival to celebrate the Hudson River, and support the Bronx Link of the Hudson Valley Greenway that is under development.

It takes place each June at the edge of the Hudson River, on the grounds of the College of Mount Saint Vincent. Founded by the Sisters of Charity of New York, the College of Mount Saint Vincent is an academically excellent, authentically inclusive, independent liberal arts college.

The festival is a fun afternoon of outdoor entertainment and environmental education for the community.

Riverdale RiverFest 2015 is funded and produced by KRVC under the direction of Executive Director, Tracy McCabe Shelton.

We are grateful to Paul Elston, Anne Pouch, Bruce Tallerman, Ross Diamond, Sheri Buchman, Ed Lowe, Hillel Broder, Steve Mathews, Marti Michael, Jessica Haller, Jordan Stanton, and Sophia Pinney for their past support.

Riverdale RiverFest was founded in 2010 by the Friends of the Hudson River Greenway, along with a coalition of residents and community groups. Admission is free.

If you would like to talk to one of our organizers, become a sponsor, or participate in some other way please contact Cliff Stanton at info@RiverdaleRiverFest.org.

Who We Are

The Riverdale RiverFest organizing team spends months planning the event. On the day of the event, hundreds of people are needed to execute Riverdale RiverFest to ensure that it runs safely and smoothly. Please join our current organizing team, which includes:



Cliff Stanton,
Event Coordinator



Shari Hall,
Administrator



Yael Levy,
Main Stage
Producer
(Riverdale RiverFest
Founder)



Sandy Shalleck,
Organizing
Committee
Member



Farrah Rubin,
Volunteer
Coordinator
& Event
Fundraiser



Linda Hirlehey,
Organizing
Committee
Member



Stephanie Hill,
Vendor
and Exhibit
Coordinator



Bob Bender,
Organizing
Committee
Member



Jack Lehnert,
Entertainment
and Exhibit
Coordinator



Lori Copland,
Organizing
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Member



Ethan Strell,
Waterfront
Coordinator



Rita Pochter Lowe,
Organizing
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Lucy Reading,
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- Neuropathy
- Parkinson's Disease
- Pulmonary
- Specialized Wound Care Management Program
- Cardiac conditions

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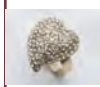
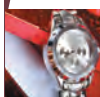
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**The RiverFest committee gratefully
acknowledges the support
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BUILD IT NOW!



Before, left, and after images of the proposed Greenway along the Hudson River north of the Riverdale Ave. Metro North station.

Somewhere over the train tracks

By Cliff Stanton

"If we walk far enough," says Dorothy, "we shall sometime come to someplace.'" Certainly L. Frank Baum, author of "The Wonderful Wizard of Oz," understood what we in the Bronx have come to learn about the creation of the Hudson River Greenway.

We have walked far since New York's state legislature mandated the creation of the Hudson River Greenway in 1991. In the Bronx, an effort that began over 30 years ago followed its own Yellow Brick Road only to have a \$1 million federally funded report soundly rejected by our community last year.

During that time, we whose communities have been alienated from our river for over 150 years, have watched

longingly as Greenways were created with hundreds of millions in taxpayer dollars north of us in the Hudson River Valley and south of us along the entire stretch of the west side of Manhattan. And new projects have been recently announced along the Brooklyn waterfront and for the High Line-esque QueensWay.

Yet, the forces of the undeterred trudge on. And there is renewed reason for hope, if not anticipation. Community Board 8 passed a resolution last June supporting an all-river multi-use path and formed a Special Committee on the Greenway. That committee has been meeting monthly and is expected to produce a report and recommendation to the full board in June.

The MTA, proprietor of the

Metro-North tracks along which the Greenway will run, recently expressed its willingness to work with the community. One of its top priorities in the wake of Superstorm Sandy is to fortify its shoreline infrastructure. This will require public funds, which may now reside in a reported \$5 billion state surplus.

Riverdale's own state Sen. Jeff Klein announced in January a plan that would set aside \$150 million for "sustainable communities," which includes waterfront revitalization. The Special Greenway Committee has already asked Mr. Klein and Assemblyman Jeffrey Dinowitz — who, along with our Rep. Eliot Engel and Councilman Andrew Cohen, have already declared their support for the project — to tap into the surplus for the design and

Continued on next page

Two major waterfront stakeholders, the Hebrew Home of Riverdale and the College of Mount St. Vincent have made substantial commitments to the future Greenway.

Political realities, seemingly competing interests and public demand finally appear to be aligning where the water meets the shore.

One need only take a walk or a ride along the west side of Manhattan to appreciate what our community stands to gain from the Greenway. A cultural, economic and recreational renaissance is within our reach.

Now that our own Emerald City appears to be morphing

from fictional dream to inevitable reality, it's time for us as a community to use our brains, heart and courage to continue along this road.

We will need the smarts to navigate the complexities of the design process and to address the concerns of the myriad special interests that stand opposed to change. We will need heart and fortitude to keep our eyes on the prize for a community that through resolutions, petitions, and an iconic festival (RiverFest), has resoundingly demonstrated its wishes.

And above all, we will need courage. Courage to not give in to the pessimism that says this community simply cannot agree upon something with so many moving parts. Courage to

confront our own fears about sharing a beautiful and grand community project with the outside world. And courage to respectfully but firmly partner with a behemoth like the MTA that may seek to unilaterally impose its own considerable footprint on the project, or worse, block it altogether.

If we can do these things, we will have our Greenway and a real opportunity to actually get “someplace”... someplace truly special.

Cliff Stanton is the Greenway Coordinator for the Kingsbridge Riverdale-Van Cortlandt Development Corporation and a member of the board of directors of the Friends of the Hudson River Greenway. This essay is reprinted from The Riverdale Press.

**Congressman
Eliot Engel
3655 Johnson Ave.
Bronx, NY 10463**

**State Senator
Jeffrey Klein
1250 Waters Pl.
Bronx, NY 10461**

**Assemblyman
Jeffrey Dinowitz
3107 Kingsbridge Ave.
Bronx, NY 10463**

**Council Member
Andrew Cohen
277 West 231st St.
Bronx, NY 10463**

Dear neighbor:

The Hudson River and its waterfront in the Northwest Bronx are among our community's most beautiful and precious resources. Unlike other sections of the river, the Bronx waterfront is inaccessible to the community. We represent the entire portion of the Hudson River waterfront in the Bronx. The time has come for people of the Bronx and beyond to have direct access to the river.

We support the creation of a Hudson River Greenway in the Bronx and believe that it should run along the waterfront. We are pleased that a growing number of people and organizations in the community stand with us in our efforts to make this innovative idea a reality.

There are enormous challenges that must be overcome if we are to go on to bring a Greenway to our community. Any plan that is eventually developed will have to reflect the input from a broad array of stakeholders and bring people together around their common interest in seeing the Greenway happen. Community Board 8 has already invested a vast amount of time working on a concept that represents a true consensus, but there is much more work to be done.

A Greenway along the Hudson River in the Bronx would be an amazing asset for all of us. A beautiful trail along our river would allow walkers, runners, and cyclists alike to enjoy the unparalleled beauty of the Hudson River and the Palisades. As your elected representatives, we look forward to continuing working with you to achieve this important goal.

Ernst L. Engel

Eliot Engel
Congressman

Jeff H.

Jeffrey Klein
State Senator

Jeffrey Kling

Jeffrey Dinowitz
Assemblyman



Andrew Cohen
Council Member

North Riverdale Merchants Association

The North Riverdale Merchants Association is a group of business owners that love doing business in this town, and serving our community. Through the Association, the merchants act as a unit and pool their resources so that they can increase the visibility of this vibrant and thriving business district. The business owners know that now more than ever shoppers have options for items and service needs. The merchants know that by putting a face and name to their local shops, they foster relationships with repeat local shoppers. Get to know the many members, and be on the lookout for the initiatives that we will be working on in the near future.



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