

# The PRIDE of North Plainfield

MAILED FREE TO EVERY HOME AND BUSINESS IN NORTH PLAINFIELD

North Plainfield's Hometown Newspaper

Published by Renna Media On-line at [RennaMedia.com](http://RennaMedia.com)

ISSUE 95 • MAY 2020

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## FIREFIGHTER'S ANNUAL ST. BALDRICK'S DAY EVENT

Submitted by William F. Eaton, Fire Chief/Director North Plainfield Fire Dept.

The North Plainfield Firefighter's annual St. Baldrick's Day Event is traditionally held in fire headquarters on the 1st Saturday after St. Patrick's Day.

This year would've been our 17th annual event, a family-friendly celebration of brave Shavee's who shave their heads bald as a sign of solidarity with kids who lose their hair to cancer treatment.

Since the day of their diagnosis the cancer-fighters we support have lived the reality we are all now experiencing; having to be careful and selective of our environment out of concern for our health. Like those brave kids we stand with in solidarity, we don't give up easily either. We found another way to make our event successful.

With the COVID-19 precautions preventing a gathering like ours to happen the North Plainfield Firefighters made our St. Baldrick's Day event a "Virtual Event" keeping our event page and pledge to brave-the-shave on March 21st. Shavee's posted their new look on their participant page and some even shared video of their head-shaving via social media outlets like Facebook and Instagram.

We expect our 2020 fundraising effort to top \$30,000 with all donations coming in online.

All monies raised benefit the St. Baldrick's Foundation who fund meaningful science in the way of grants, fellowships and clinical trials with the greatest potential of curing childhood cancers and reducing the sometimes life-long side effects of cancer treatments.

We would like to thank the Borough of North Plainfield; Mayor Giordano, Business Administrator Dave Hollod, the entire Borough Council and Fire Chief William Eaton for their enduring support of our event. Since 2004 our event has enjoyed fundraising success year-after-year raising well over \$1 million for the St. Baldrick's Foundation.

Donations are still welcome at [stbaldricks.org/events/NorthPlainfield20](http://stbaldricks.org/events/NorthPlainfield20).

Learn more about the St. Baldrick's Foundation at [stbaldricks.org](http://stbaldricks.org).



Photos by North Plainfield Fire Department



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# The PRIDE of North Plainfield

The Pride of North Plainfield is published by Renna Media. 6,500 newspapers are printed monthly and are mailed to every businesses and homes in North Plainfield, NJ using the 07060 zip code and are distributed for free pick-up throughout town.

Although great care has been taken to ensure the information contained within is accurate, Renna Media assumes no liability for errors or omissions.

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Renna Media welcomes the comments and concerns of its readers put into writing and sent via phone, fax or email to:

Renna Media, LLC  
Publisher: Joe Renna  
202 Walnut Ave. Cranford, NJ 07016  
Phone: 908-447-1295  
Fax: 908-709-9209  
Email: joerenna@rennamedia.com

## CARING CONTACT CONTINUES TO ANSWER CALLS DURING COVID-19 CRISIS

With residents of New Jersey being asked to stay home to fight the spread of Covid-19, many people find themselves feeling isolated and experiencing high levels of anxiety. Caring Contact, a local listening and crisis hotline, continues to help individuals during this difficult time. As a member agency of the National Suicide Prevention Lifeline, Caring Contact cares for those who are in crisis in central and northern New Jersey and acts as a backup to other Lifeline agencies throughout the country. Additionally, they operate a local "warm" line to assist individuals who may not be in crisis but are experiencing stress themselves, with a family member, friend or co-worker.

Approximately 90 volunteers answer the phone lines at Caring Contact. "It has been a challenge during this time to ensure that volunteers are kept safe", stated Executive Director Janet Sarkos. "All business operations were moved remotely in early March. We've altered our hotline operations so that only one listener at any a time is in each of our phone rooms. We are working together as an organization to ensure each phone station and

other "common touch areas" are cleaned thoroughly between listeners, to further protect against contamination. It is vital that we continue to answer calls during this time of heightened anxiety".

But even with these office precautions, Caring Contact has updated their telephone and IT systems so they can now transition many of their volunteers to answer both the Lifeline and the local warm line from remote locations. Call volume is up. We took 2,986 calls in the first quarter last year as compared to 4,012 this year. We've been tracking COVID-related calls. In the middle of March 20% of our calls were COVID-related. From 3/29 - 4/12, it had risen to 32%.

If you are interested in learning more about Caring Contact please visit their website at caringcontact.org. If you, or someone you know, is in crisis please call 800.273.8255, 7 days a week, 24 hours a day.

If you are feeling isolated and need to talk to someone please call 908.232.2880, 7 days a week from 7 a.m. – 11 p.m. (based on volunteer availability). We are here to listen.

**PROMOTE YOUR EVENT**  
Organizations who are interested in submitting content can email [editor@rennamedia.com](mailto:editor@rennamedia.com) or call 908-858-4012

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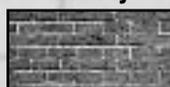
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## NJ PRIMARY ELECTIONS MOVED TO TUESDAY, JULY 7, 2020

Executive Order 120 postpones primary elections on Tuesday, June 2 to Tuesday, July 7 in response to ongoing COVID-19 pandemic. Includes primaries for President, US Senate, US House of Rep, 25th District NJ Legislature, county and municipal elections.

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## ROTARY CLUB SERVICE ABOVE SELF AWARD PRESENTATION POSTPONED

Raffle being held to help raise funds for scholarships

The Rotary Club of the Plainfields has announced that the 21st annual Wine Tasting Dinner honoring Tom "Tommy" Cassio of South Plainfield has been postponed due to the Covid-19 restrictions.

"We still plan to hold the event, but have delayed it until possibly September to give time for assembly restrictions to be lifted," said Shannon Jefferys, club president. "We definitely want to honor Tommy Cassio for all of the good that he has done for the people of South Plainfield. He deserves to have a great turnout which we anticipate after the summer."

In lieu of the Wine Dinner fundraiser, the

Club has a fifty-fifty that will help raise money for the scholarship program. Tickets are available at the Club website through PayPal purchase when you provide your address and phone number. The tickets will be mailed to you immediately after purchase.

"We hope that people will take a minute to order tickets and support our scholarship program," said Ms. Jefferys. "This will help the club meet its goals for awards to be presented to this year's graduating seniors."

Visit [rotarypnp.org](http://rotarypnp.org) to read more about the raffle and to obtain tickets. Contact Michael Townley, club secretary, for more information at [secretary@rotarypnp.org](mailto:secretary@rotarypnp.org).

## COVID-19 SCAM WARNING

The New Jersey Division of Consumer Affairs is alerting consumers to be aware of a number of apparent scams related to COVID-19. To avoid this and some of the tactics being reported as possible scams, the Division recommends:

Don't let CDC imposters into your home. Representatives from the Centers for Disease Control and Prevention are not going door-to-door seeking information or conducting surveillance on COVID-19. Imposters should be reported to local authorities and the Division.

Don't fall for fake cures. Beware of in-store or online advertisements for products that claim to cure or prevent COVID-19 or other similar offers. No cure or preventative medicine has been approved for sale.

Look out for phishing emails. Cybercriminals may take advantage of global concern and interest in COVID-19 to try to convince email recipients to open links or attachments that may direct them to malicious websites or deliver malware. Stay away from COVID-19 related information that does not come from a trusted

source, to avoid exposing your personal information.

Keep in mind not everything online may be factual. The internet is full of information, but be mindful of its accuracy. As false reports spread regarding the origination and spread of COVID-19, rely only on trusted sources for information.

Be wary of unsolicited calls. Whether they are offering health insurance, including to supplement Medicare or Medicaid benefits, or a cure or treatment for COVID-19, refrain from sharing your personal information over the phone, unless you have initiated the call.

Avoid internet adoption scams. Scammers are falsely misrepresenting themselves as CDC employees, and asking victims to send money overseas to adopt a pet being held at a quarantine station. The CDC does not quarantine pets or would not ask for payment to bring an animal into the U.S.

For more information please visit [njconsumeraffairs.gov/.../C19-Scam-Warnings.aspx](http://njconsumeraffairs.gov/.../C19-Scam-Warnings.aspx)

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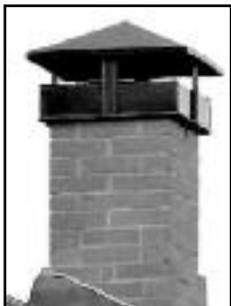
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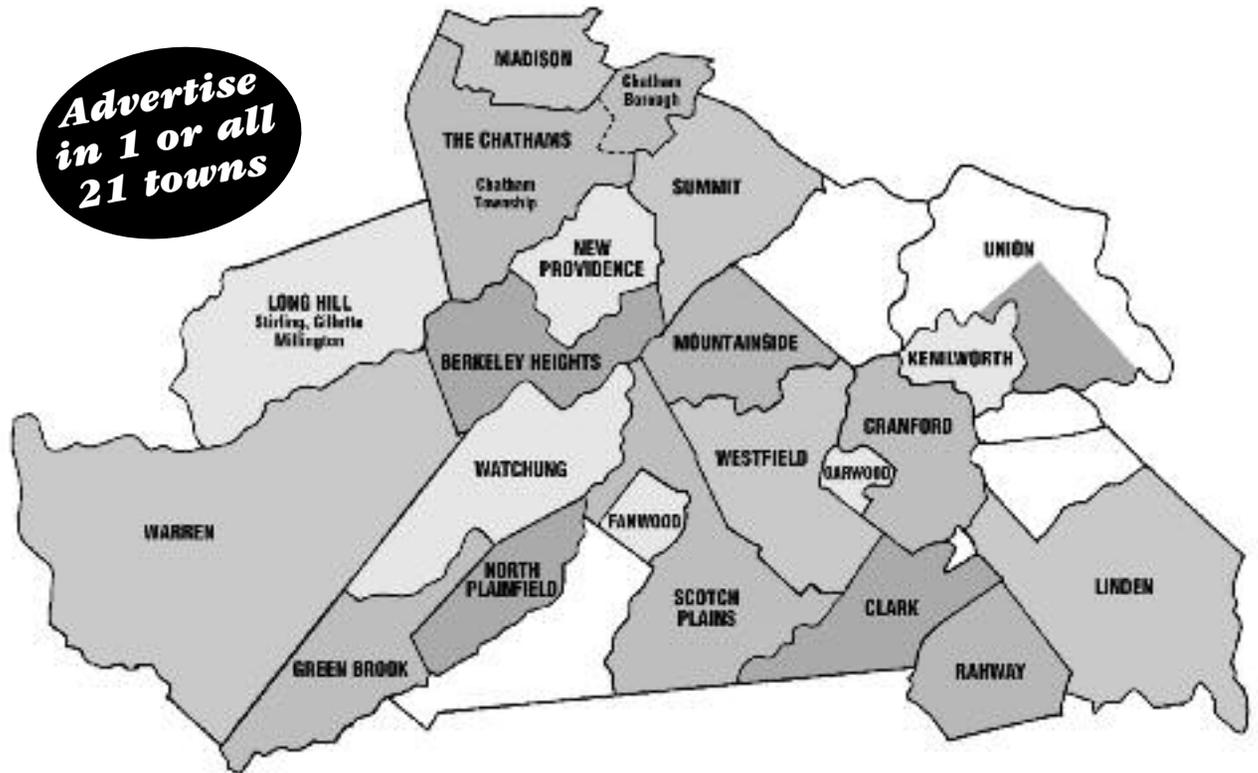
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Rates are per month. Artwork included in price. Newspapers are black on white.

Units	Size	RATE FOR ANY 1 NEWSPAPER	RATE FOR ANY 3 NEWSPAPERS	RATE FOR ANY 6 NEWSPAPERS	RATE FOR ANY 9 NEWSPAPERS	RATE FOR ANY 12 NEWSPAPERS	RATE FOR ANY 15 NEWSPAPERS	RATE FOR ANY 18 NEWSPAPERS	RATE FOR ALL 21 NEWSPAPERS
1 Unit (Business card)	3.25" x 2"	\$60	\$150	\$250	\$350	\$400	\$450	\$500	\$550
2 Units	6.5" x 2" or 3.25" x 4"	\$100	\$250	\$400	\$500	\$600	\$700	\$800	\$900
4 Units	3.25" x 8" or 6.5" x 4"	\$180	\$450	\$700	\$900	\$1100	\$1300	\$1500	\$1700
6 Units	6.5" x 6.25" or 10" x 4"	\$240	\$600	\$900	\$1200	\$1400	\$1600	\$1800	\$2000
9 HALF PAGE	6.5" x 9" or 10" x 7"	\$320	\$800	\$1000	\$1300	\$1600	\$1900	\$2200	\$2400
12 Units	10" x 8"	\$360	\$900	\$1200	\$1500	\$1800	\$2100	\$2400	\$2700
18 FULL PAGE	10" x 14"	\$400	\$1000	\$1400	\$1800	\$2200	\$2500	\$2800	\$3000
2 PAGE SPREAD	21" x 14"	\$700							
BACK PAGE	10" x 14"	\$500							
FRONT PAGE BANNER	8.25" x 2"	\$320							
FRONT PAGE BOX	1.5" x 4.5"	\$240							

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# LATEST "MIND YOUR OWN LOCAL BUSINESS" SHOWS

on Joe Renna's Hyper Local Network on YouTube



See how businesses and organizations are getting by during the COVID-19 crisis on Joe Renna's Hyper Local Network on YouTube.

## RENNA MEDIA COLLABORATES WITH ALL AGES OF GEEK

Katya Stec reached out to Joe Renna of Renna Media when she was a teen exploring opportunities to express her creativity in his newspapers. Renna Media publishes twenty-one community newspapers and has an active web presence and social media network. Through the years, Katya has developed her own online media production platform and made her service available to Renna Media's readership and advertisers.

Renna Media has been in business since 1984. The focus of its publications is to promote community service organizations to a hyper-local market. Joe and his wife Tina deliver marketing, advertising and publishing services to local businesses and organizations, in-print and on line. They have joined forces with NJlocalinfo.com to offer website, SEO and social media services. By collaborating with All Ages of Geek they are able to offer video production and hosting.

Joe admits he has Geeky tendencies and shared "I have many Geeks among the folks I deal with on a day to day basis. The Geek culture is prevalent and is revealed when you get to know colleagues on a personal level. It would be fun to showcase businesses and people in my newspaper and in video. It is a great marketing tool and an ice breaker to connect businesses to like-minded customers."

Renna Media and All Ages of Geek has developed a simple inexpensive menu of production services for businesses to make a foray into online marketing. The all inclusive packages are:

- Product placement \$250
- 30 second commercial \$500
- 3 minute spot \$1,000
- 30 minute show \$1,500
- 3 hour shoot - \$2,000

All videos will also be blasted through the an extensive social media network and the business will be featured in the newspapers, driving readers to the websites. The approach follows the model of Renna Media's newspapers: Delivering hometown community service news to a hyper-local audience, at affordable rates.

Businesses or organizations who would like more information or help with their marketing plans can call Joe Renna at 908-447-1295.

Email [joerenna@rennamedia.com](mailto:joerenna@rennamedia.com)  
 Visit: [RennaMedia.com](http://RennaMedia.com)  
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## Stay Strong...Stay Healthy A Little Help for Businesses Going Through a Tough Time.

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Businesses are suffering substantial economic injury as a result of the Coronavirus crisis. Many have to change the way they do business. This is an open invite to post a FREE ad or press release on NJLOCALINFO.COM.

**This is an easy, DO-IT-YOURSELF website.**

Register one time for free in three easy steps. and post your ads.

- 1) Hit like to "Create Account" in nav bar in NJLOCALINFO.COM
- 2) Enter a "User Name" (one word) and Email address
- 3) Create password as per instructions

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