# New Providence NEWS

**Issue 71 • August 2021** Published by Renna Media



# LIONS CLUB HIGH SCHOOL SCHOLARSHIP RECIPIENTS

#### Submitted by Linda Kale

Every year the New Providence Lions Club awards 3 deserving New Providence resident high school graduating seniors a \$2,000 scholarship to help further their education. Emphasis is on a good academic record, commitment to citizenship, leadership and to both school and community

This year's recipients of the Irwin M. Gillet, Judge Frank Pizzi Jr. and the Leland Russel Memorial Scholarships are Melanie Huashuayo, Clare Kelly and Lindsay Kinum.

Melanie Huashuayo will be attending Kean University majoring in Finance.

Clare Kelly will be running Division 1 cross country and track for the University of Vermont and majoring in environmental science in the UVM Environmental school -

Lindsay Kinum will be attending the Carrol School of Management at Boston College majoring in Finance.

"The New Providence Lions are committed to supporting our youth as well as our entire community - We Serve. All funds that we raise go back into the community and we are particularly proud to award these scholarships to three outstanding young students. They are very impressive young adults and we wish them continued success in their academic endeavors" commented Tom Montrone, President of the New Providence Lions club.

The New Providence Lions Club is a 501(c)3 organization, giving back to the community 100% of the profits raised. Organizations that benefit from our annual support include NP Recreation Dept., Fire Dept., Community Service Assoc., EMS Rescue Squad, Senior Citizens Center, PBA, NPHS Scholarships, NP Historical Society, Health Fair, NP Public Library, Drive for Autism, Soup Kitchen 411, Bonds of Courage and many more!

Being a Lion empowers you to help others in a way that no one person could alone. The Lions are dedicated to helping others. Lions make a difference! To Donate: Mail check to NP Lions Club, PO Box 854, New Providence, NJ 07974. For more information/membership please email info@nplions.org, nplions.org.

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(above) New Providence Lions Club scholarship recipients Melanie Huashuayo, Clare Kelly and Lindsay Kinnum.

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# New Providence NEWS

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# **SONS OF UNION VETERANS OF THE CIVIL WAR**

#### Submitted by Christopher D Sands

The Sons of Union Veterans of the Civil War is a fraternal organization dedicated to preserving the history and legacy of those who fought and worked to save the Union. Hereditary membership is available to a male descendant, 14 years of age, who directly descends from a Soldier, Sailor, Marine or member of the Revenue Cutter Service between April 12, 1861 and April 9, 1865.

The General Phil Kearny Camp #20 meets four times a year at the Abraham Clark House in Roselle, NJ. The next scheduled Camp meetings are September 11, and November 13, 2021, all Saturdays at 1 p.m. We support over 20 high schools and 2 universities with the SUVCW ROTC Medal. Our current program is to place signs where Grand Army of the Republic (GAR) posts met in North Jersey.

For more information visit suvcw.org.



(above) Colonel Stephen Harlan is inducted into the General Phil Kearny Camp 320 membership. Chaplain James O,Halloran, Secretary Clark McCullough, and Commander Peter Lindsey conduct the induction.



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# New Providence Market Watch



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102 Livingston Ave	5	5.1	2	\$1,250,000	\$1,195,000	43
244 Woodbine Cir	5	3.1	2	\$1,099,000	\$1,160,000	36
89 Pearl St	5	5.0	2	\$1,049,000	\$1,110,000	15
34 Candlewood Dr	4	2.1	2	\$949,000	\$964,000	15
24 Overhill Rd	4	3.1	1	\$850,000	\$891,000	7
28 Overhill Rd	4	2.0	1	\$749,000	\$749,000	5
8 Sherwood Dr	3	2.1	1	\$675,000	\$735,000	4
21 Bradford St	4	2.1	1	\$699,999	\$675,000	17





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# ATE SITY IN THE ADMINISTRATION OF THE ADMINI

(above) Kelly Anne Donfield and Sarah Hagen, members of the Lantern Hill Dining Services Department, were awarded \$4,000 scholarships.



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# LOCAL STUDENTS RECEIVE SCHOLARSHIPS FROM LANTERN HILL

Lantern Hill, an Erickson Senior Living community in New Providence, New Jersey, honored its first class of Student Scholars at an Awards Ceremony on June 14. Kelly Anne Donfield and Sarah Hagen, members of the Dining Services Department, were awarded \$4,000 scholarships from the community to support their pursuit of higher education.

Donfield, a New Providence resident who graduated this spring, will be attending the University of Central Florida in the fall. Kelly has been a server at Lantern Hill since 2019. Kelly feels fortunate to have worked at Lantern Hill. In her essay, she stated, "luckily, I am not like most teenagers and have been blessed with an opportunity to work as a server at Lantern Hill. I say that with pride because Lantern Hill and the residents have provided me with an opportunity to immerse my life in different cultures, learn about important life experiences, and meet new people and friends."

Hagen, a Berkeley Heights resident, also of directors, affiliated with graduated this spring, and will be attending Campuses, Inc., who pro Virginia Tech in the fall. Sarah is planning on becoming a teacher, majoring in history and special education. Sarah believes that working at Lantern Hill can Lantern Hill has taught her a wide variety of LanternHillCommunity.com.

skills that she will carry with her throughout her life. She is most grateful for the conversations she's had with the residents. They have shared their stories and knowledge and have shown her what it is truly like to enjoy life, have a positive attitude and an outgoing spirit.

The Scholar's Program is funded by the residents of Lantern Hill to support high school students employed on campus who have shown commitment to serving the Lantern Hill's community.

For more information about the scholarship program and employment benefits with Lantern Hill, visit ericksonseniorliving.com/careers.

#### **ABOUT LANTERN HILL**

Lantern Hill, one of 21 continuing care retirement communities managed by Erickson Senior Living, is situated on a scenic 26-acre campus in New Providence, New Jersey. The notfor-profit community of more than 500 residents and 300 employees is governed by its own board of directors, affiliated with National Senior Campuses, Inc., who provide independent financial and operational oversight of the community. Additional information about Lantern Hill can be found at LanternHillCommunity.





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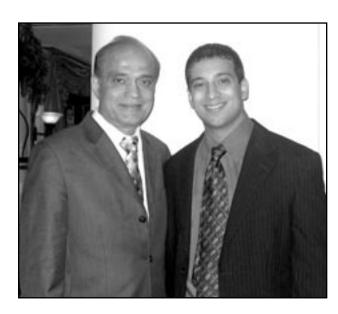
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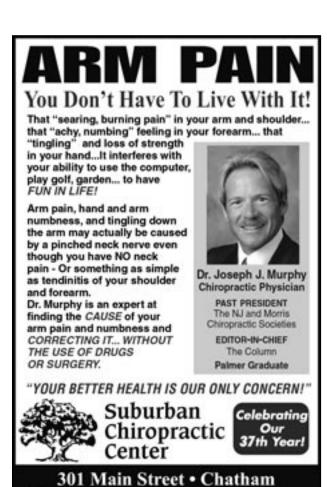
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# **HONORING THE MEMORY OF A FATHER**



(above) Sham C. Karnani and his son Rajesh Karnani





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Father's Day is a special time of year for Rajesh Karnani of Paramus, NJ. It is a time when he joins his family members to remember his father, Sham C. Karnani, who unexpectedly passed due to heart complications on March 17, 2010. Rajesh recalls how his father always spoke to family members and friends about his support for organ and tissue donation. His father's selfless decision to be an organ and tissue donor ultimately restored sight for two other people with his donated corneas.

More than a decade later, Rajesh has made it his personal mission to inspire others to register as organ and tissue donors. He actively supports NJ Sharing Network's community events, activities and fundraisers to help raise awareness for NJ Sharing Network's life-saving mission.

According to NJ Sharing Network, there are nearly 4,000 New Jersey residents currently waiting for a life-saving transplant, and one person in New Jersey dies every three days waiting for a transplant. Just one organ and tissue donor can save eight lives and enhance the lives of over 75 people. To learn more, get involved and register as an organ and tissue donor, visit www.NJSharingNetwork.org.

The following was written by Rajesh to pay tribute to his father and help raise awareness about organ and tissue donation and transplantation in our local communities:

My father, Sham C. Karnani, was born in India and migrated to New York in the 1970s. He came to America to help ensure that his family has a better life, and he worked as an importer of garments shipped from India and sold to prospective buyers in the U.S.

I can talk about my father for hours - about the great businessman he was, how he supported and loved his family so much, or how he would put other people's happiness over his own. His passion in life was service to his fellow man/woman. What motivated him in life was to make sure that those around him were happy. He was always determined to pay it forward in some way.

He was (and still is) not only my role model, but an inspiration, to me and to everyone who had the pleasure of knowing him. He taught me so much - how we are fortunate enough to live a good life, and so it is our responsibility to do our best to help others less fortunate do so too.

My father's major passion for the last two decades of his life was to spread the awareness of organ and tissue donation. His message to others was simple: Organ and tissue donation saves and enhances lives.

My father would often say, "When it comes down to it, we can't take our organs on our journey to heaven. We don't need them, so why not give others the opportunity to complete the rest of their journey in the present."

On March 17th, 2010, my father unexpectedly passed away while in a temple on a holy day (our Indian new year). He was dancing with the love of his life, my mother. I am proud to say that, upon his death, my father was able to donate both of his corneas to two recipients in need.

My father kept a journal of his thoughts that we found after he passed away. His writings confirmed how much faith he had and how passionate he was about donation and transplantation. In the journal, he called it "recycling of organs for the benefit of mankind."

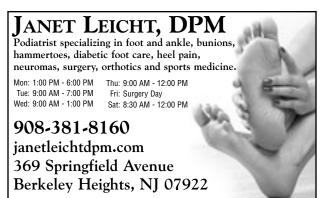
He noted that he believed that most people would want to make the selfless decision to donate their organs and tissue upon death. However, he believed that the biggest barrier is that most people do not let their family members know about their choice to donate. He noted that if only person just lets their family knows, about their wishes, countless number of lives can be saved.

My father was also a very spiritual person. He once was able to ask one a spiritual leader his thoughts on the subject of organ and tissue donation. We all remember the spark and happiness in my Dad's eyes, when this spiritual leader, declared that organ and tissue donation is "the best gift anyone can give to their fellow man or woman."

It has been difficult for us to move on without my father here. Each day, I still expect him to walk through the door. However, I feel comfort in knowing that the gift of sight my father gave helps justify the passion he had all those years on how organ and tissue donation really is the best service we can provide to others. That passion has now been passed down to me.

#### **ABOUT NJ SHARING NETWORK**

NJ Sharing Network is the federally designated non-profit organization responsible for recovering organs and tissue for the nearly 4,000 New Jersey residents currently waiting for a life-saving transplant. With headquarters in New Providence, NJ, the organization is part of the national recovery system, serving the 110,000 people on the national waiting list. NJ Sharing Network was selected by NJBiz as one of the state's "Best Places to Work" for the third consecutive year. To learn more, get involved and register as an organ and tissue donor, visit NJSharingNetwork.org.





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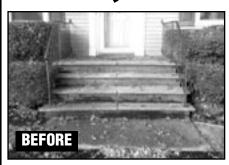
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# **NEW PROVIDENCE NAMED AGE-FRIENDLY COMMUNITY**

Submitted by Patricia Jacobs, New Providence-Our Community For All







During the 1st Anniversary Party of New Providence's Age-Friendly effort held on June 17, 2021 in Centennial Park, Mayor Al Morgan made an announcement to the crowd: New Providence is proudly only the 17th municipality in New Jersey to be recognized by the World Health Organization through its American affiliate, AARP, as an Age-Friendly Community. This designation not only recognizes the hard work put forth by the volunteers of New Providence- Our Community For All, as they served older adults during the pandemic and later conducted a town-wide Livability Study, it also recognizes the commitment of the town to keep an age-friendly lens on planning for the future. As Councilperson Pete DeSarno said "We want New Providence to be not only a great place to grow up, but a great place to grow older."

In her official letter to the Borough, AARP Executive Vice President, Nancy LeaMond stated: "The AARP network of age-friendly states and communities provides a structured process that guides change and serves as a catalyst to educate, encourage, promote and recognize improvements that benefit residents of all ages and life stages. Enrollment in the network provides member communities with the resources to become more age-friendly by tapping into national and global research, planning models and best practices. Thank you for being among the nation's local leaders who have committed to improving their community for people of all ages. We look forward to working with you and welcome the Borough of New Providence to the AARP Network of Age-Friendly States and Communities."

AARP State Director, Stephanie Hunsinger said in her proclamation of the designation: "To really step up and meet the challenge, we need a kind of transformation in the way communities see themselves – in the way they are planned, designed, and the supports they offer. Because turning a community into a place that is truly agefriendly requires a fresh way of thinking."

A group of about 60 residents, both volunteers

for the age-friendly work in New Providence, and grateful recipients of these volunteers' efforts, had gathered in the park to listen to live music from the New Jersey Intergenerational Orchestra, and bear witness to this announcement. Many present were grateful for the first projects the group has undertaken. Residents of Barabash Manor, across the street, were enthusiastic about the in-ground deck built this spring by an Eagle Scout, Thomas Horan, with much support from the group. "Thank you so much for caring about us," one resident said.

In addition to Mayor Morgan, three speakers recognized and thanked the volunteers of the age-friendly work that began in 2019: Renie Carniol, of The Grotta Fund for Senior Care, and Council people Pete DeSarno and Michele Matsikoudis all spoke with gratitude about the hard work the volunteers did to connect older adults with all generations during the pandemic, and the pilot programs they have conducted using insights from the Livability Survey in 2020.

As Stephanie Hunsinger concluded, "To achieve this kind of transformation, we need local leadership. So today, I commend and congratulate your local leaders for having that vision and leadership to spearhead this agefriendly initiative. AARP would like to thank the New Providence community with a special thank you to Mayor Al Morgan, the Borough Council, Allison Smith, Director of Community Activities, Patricia Jacobs, Executive Director of New Providence-Our Community For All, and all Board Members of New Providence Our Community For All: Bill Hoelfing, Pete DeSarno, Tom Montrone and Michele Matsikoudis. AARP is looking forward to continuing our work together."

Allison Smith, New Providence Community Activities Director, will lead New Providence in the second year of the Age Friendly Initiative. Bringing the age-friendly work into the borough government is the natural evolutionary step for this initiative and will add sustainability to the town's age-friendly efforts.



# **BACKPACKS FOR LIFE** FIFTH ANNUAL GOLF OUTING FUNDRAISER

On September 20, 2021, Backpacks For Life well as on course activities. will be hosting their Fifth Annual Golf Outing in Wayne, NJ. The golf outing is one of Backpacks For Life's tentpole fundraiser events that occurs annually in an effort to spread awareness about veteran homelessness and their mission to serve the veteran community. Last year's event was cancelled after a handful of rescheduling attempts due to COVID-19. The outing is presented by the founding sponsors of the event, three local New Jersey businesses, Biltmore Tuxedos, Sal Lauretta for Men and DSM.

"While it was a disappointment to cancel the event last year, we knew it was the right call. This year, we're excited to get back out there, bring the community together and have a great day in support of the veterans we serve. Our event has a lot to offer so whether someone is a golfer or not, they can participate in some capacity," said Sgt. Brett D'Alessandro, President, Backpacks For Life.

The outing will be held at one of New Jersey's premiere golf courses, North Jersey Country Club located in Wayne, NJ. The event kicks off with the veteran owned business brunch featuring a variety of local veteran owned businesses including The Mobile Cigar Lounge, Backward Flag Brewing and Black 6 Coffee. The event continues with a round of 18 holes as

"Each yeah we try to bring something new and exciting from within our veteran community for others to experience. With the veteran owned business brunch and our cocktail reception, we're able to highlight incredible veteran owned small businesses and help them after what was a challenging year for all. It's an honor to share the stories of successful veteran entrepreneurs," said Alexa Modero, Executive Director, Backpacks For Life.

The evening concludes with a cocktail hour reception sponsored by Bond Street Mortgage. This portion of the event is open to the public, golfers and nongolfers alike. The reception features food and beverage, a silent auction and guest speaker, US Navy SEAL veteran, Anthony Page.

For all event details, tickets and registration, visit backpacksforlife.org/golf.

Backpacks For Life is a 501(c)3 nonprofit organization that serves the homeless and at-risk veteran community. By regularly distributing backpacks filled with essentials to Veterans on the streets and providing mentorship to at-risk Veterans and their families,

Backpacks For Life aims to bridge the gap between Veterans and the resources available to

# **2021 NATIONAL NIGHT OUT/SUMMER CONCERT**

#### New Providence Business **New Providence High School**

Tuesday, August 3, 7 – 9 p.m.

This event pays tribute to our first responders. Police officers, firefighters and emergency medical technicians will have their equipment on display and will be on hand to interact with the community. This is an opportunity for the entire family to meet the people who serve and protect them! This highly anticipated and well attended event also features:

- an outdoor concert by the New Providence favorite Elefante Family Band
- fun activities to entertain kids
- free hot dogs from Prestige Diner
- free ice cream from Zita's Homemade Ice Cream
- fireworks at dusk sponsored by Investors

The event will be held at New Providence High Scholl this year and will run from 7-9p.m., followed immediately by fireworks.

This concert is not possible without generous donations from our sponsors above, as well as Peapack Private Wealth Management.

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# **AUGUST EVENTS AT THE NEW PROVIDENCE LIBRARY**

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#### **Teen Prize Delivery Week 6 (Teens)**

August 2

Check your emails! Teens who registered for Prize Delivery will get an email each Monday letting them know when to pick up prize bundles and how many to pick up. Deliver prize bundles by walking, biking or driving by Friday of each week.

# Pearl Observatory Presents: Fossil Dig (Kids)

August 2 at 10:30 a.m.

Join Paleontologist John Miller of Pearl
Observatory OUTSIDE on the front lawn for
this fossil dig event. All fossils are up to 20
millions years old. Find Megaladon, Great
White, Tiger and Bull Shark Teeth, Fish teeth,
Coral, Sea Urchin Spines and more!!! Have fun
alongside John while sifting through your own
pile of fossils! For children ages 6 & up.

#### **Boogie Woogie Babies (Kids)**

August 4 at 11 a.m.

Boogie Woogie Babies is a dance class for baby and their big person! For children ages 6 months-3 years. Classes will take place on the front lawn weather permitting. Boogie Woogie Babies will meet weekly on Wednesdays until 8/25. This program series is provided by donations in memory of Quinn William Mavis.

#### Storytime on the Lawn (Kids)

August 5 at 10 a.m.

Join Ms. Sam on the front lawn for outdoor storytime. We'll read some stories, sing some songs and learn some rhymes! Email npmlchildrens@gmail.com to register. Masks required for children ages 5 + and adults.

# Teen Prize Delivery Week 7 (Teens)

August 9

Check your emails! Teens who registered for Prize Delivery will get an email each Monday letting them know when to pick up prize bundles and how many to pick up. Deliver prize bundles by walking, biking or driving by Friday of each week.

#### Down on the Farm Kits (Kids)

August 9 at 10 a.m.

"Down on the Farm" take home projects will be available for pickup in the library foyer. Everything needed for the project is included in your own individually wrapped kit including a gingerbread house, icing, sprinkles and more. The project is appropriate for children in grades 2+ without adult supervision and includes pictures and written instructions. Food allergy notice: please be aware that food is included in the kits. You must email npmlchildrens@gmail.com to reserve your kit.

One per family.

#### **Virtual Club Phoenix**

August 9 at 3:30 p.m.

Club Phoenix is online! In this program kids will learn about science, engineering, and logical thinking. Videos will be posted once a month at 3:30 p.m. on the library's YouTube: www.youtube.com/channel/UC1a3NcGz5ObK mzXFp2e ArA/

## Baseball Discussion Group (All Ages)

August 9 at 7 PM- 9 p.m.

Discuss teams, players and issues of the sport over Zoom with other baseball fans. Children with a guardian are welcome to join this group of mostly seniors who have been meeting monthly for seven years. To join the baseball group, email the library at rsvp@newprovidencelibrary.org.

#### Qi Gong (Adults)

August 10 at 9:30 a.m.

Qi Gong is a practice of fluid movements that cultivate an awareness of energy using the body, breath and mind. No previous experience or equipment is necessary for this accessible form of exercise. Registered Qi Gong Instructor Rose Wippich will guide you through a series of movements in this outdoor class. Space is limited. To register, email

# rsvp@newprovidencelibrary.org. Storytime on the Lawn (Kids)

August 10 at 11:30 a.m.

Join Ms. Lori on the front lawn for outdoor storytime. We'll read some stories, sing some songs and learn some rhymes! Email npmlchildrens@gmail.com to register. Masks required for children ages 5 + and adults.

## **Boogie Woogie Babies (Kids)**

August 11 at 11 a.m.

Boogie Woogie Babies is a dance class for baby and their big person! For children ages 6 months-3 years. Classes will take place on the front lawn weather permitting. Boogie Woogie Babies will meet weekly on Wednesdays until 8/25. This program series is provided by donations in memory of Quinn William Mavis.

#### **Book Group (Adults)**

August 12 at 7 p.m.

The book group will discuss "Being Mortal" by Atul Gawande on the library lawn, weather permitting. Please bring your own lawn chair. Copies of the book will be available to check out about one month before the meeting. If it rains, the meeting will be over zoom. Email rsvp@newprovidencelibrary.org to join the book group.

# Teen Prize Delivery Week 8 (Teens) August 16

Check your emails! Teens who registered for Prize Delivery will get an email each Monday letting them know when to pick up prize bundles and how many to pick up. Deliver prize bundles by walking, biking or driving by Friday of each week.

#### Virtual Origami Club (Kids)

August 16 at 3:30 p.m.

Learn all about origami and how to make your own creations right at home! This program is run by teen volunteers, who are passionate about sharing their love of science and STEM with younger children. For children in grades 3-4. Email NPMLChildrens@gmail.com to register and receive the Zoom link.

#### **Book Group (Adults)**

August 17 at 10:30 a.m.

The book group will discuss "The Mountains Sing" by Nguyen Phan Que Mai outdoors on the library lawn, weather permitting. Bring your own lawn chair. If it rains then zoom. Email rsvp@newprovidencelibrary.org to join the book group.

# Pajama Storytime on the Lawn (Kids)

August 17 at 6 p.m.

Join Ms. Deb on the front lawn for outdoor storytime. Don't forget to wear your jammies! Email npmlchildrens@gmail.com to register. Masks required for children ages 5 + and adults.

#### **Boogie Woogie Babies (Kids)**

August 18 at 11 a.m.

Boogie Woogie Babies is a dance class for baby and their big person! For children ages 6 months-3 years. Classes will take place on the front lawn weather permitting. Boogie Woogie Babies will meet weekly on Wednesdays until 8/25. This program series is provided by donations in memory of Quinn William Mavis.

# College Admissions Essay Workshop (Teens) Aug 19 at 6:00 p.m.

Come learn tips and techniques for writing a stronger college admissions essay. Former outside undergrad admissions reader, Alisha Davlin, will present an interactive workshop on writing a memorable college essay to get you noticed. Email NPMLTeens@gmail.com to register and get the zoom link.

# Boogie Woogie Babies (Kids)

August 25 at 11 a.m.

For children ages 6 months-3 years. Classes will take place on the front lawn weather permitting. Boogie Woogie Babies will meet weekly on Wednesdays until 8/25. This program series is provided by donations in memory of Quinn William Mavis.

Join us on our YouTube Channel for the following Virtual Storytime Programs:

\*No virtual storytime July 5\*

#### Storytime with Ms. Sam

Every Monday at 1:00 p.m. posted to our YouTube channel. Email npmlchildrens@gmail.com to receive the link and watch any day or time!

#### Storytime with Ms. Lori - 4, 5, 6 Yr Olds

Every Tuesday at 10 a.m.

posted to our YouTube channel. Email npmlchildrens@gmail.com to receive the link and watch any day or time!

#### **Baby Storytime with Ms. Sam**

Every Wednesday at 10 a.m. posted to our YouTube channel. Email npmlchildrens@gmail.com to receive the link and watch any day or time!

#### Pajama Storytime with Ms. Debbie

Every Wednesday at 7:00 p.m. posted to our YouTube Channel. Email npmlchildrens@gmail.com to receive the link and watch any day or time!

Follow the Library on all of our social media platforms @newprovlibrary.







# YOU'RE INVITED

HANOVER MARRIOTT 1401 Route 10 E, Whippany, NJ



# SEPT 11-12, 2021

Sat: 10am-5pm Sun: 11am-3pm

Helping Thousands Each Year Find Their Ideal Destination, Life and Home



# Featuring Communities from Top Destinations - NC, SC, FL, TN and more.

#### At the Show You Can...

- Compare many best places to relocate, vacation or retire in one convenient location.
- Discover areas that afford a high quality of life, yet very low taxes.
- Talk personally with relocation experts and home builders.
- View exhibits, explore dozens of lifestyle communities, and a myraid of amenities available including:
  - · Fitness & Wellness Centers
  - · Walking & Biking Trails
  - Golf, Tennis & Pickleball
  - · Fine Dining & Shopping
  - · Boating & Kayaking

Discover your options and find your ideal place to live!

Precautions are being taken by the hotel and the show host to minimize health risks as a result of COVID-19. CDC, state and local guidance have been considered to ensure health, safety and comfort. Please refer to the COVID-19 Safety Notice online when you RSVP.



Receive your complimentary relocation guide at the Show.

#### RSVP IS HIGHLY ENCOURAGED.

ideal-LIVING

Helping Thousands Each Year Find Their Ideal Destination, Life and Home Saturday, 10am - 5pm & Sunday, 11am - 3pm

September 11-12, 2021
HANOVER MARRIOTT

1401 Route 10 E, Whippany, NJ

RSVP for Welcome Kit and Show Pass. You will receive a confirmation email with a Show Pass when you RSVP, which you'll need to bring with you to check-in. You will also use the Show Pass throughout the event to request information from exhibitors. ideal-living.com/RM

# **BLOOD DONORS URGENTLY NEEDED CHRONIC SHORTAGES THREATEN HEALTHCARE SYSTEM AS POTENTIAL SECOND WAVE LOOMS**

New Jersey Blood Services, a division of New York Blood Center (NYBC), wants to increase blood donations for area hospitals. The COVID-19 pandemic has created a chronic shortage across the country that shows no sign of improving. This is particularly dangerous given the looming uncertainty surrounding the pandemic's trajectory over the course of the next few months.

Blood is urgently needed. The region's healthcare system requires 1,500 donations each day to treat patients ranging from trauma victims and cancer patients to newborn babies and their mothers. Prior to the pandemic, blood drives were held at businesses, high schools, colleges and community groups. Most of those groups have had to cancel their blood drives due to COVID-19. Donations are at just 65% of prepandemic levels - well below what is needed by hospitals and patients in our area.

"This is an incredibly challenging time for our communities. We are now relying on people seeking out a place to donate. So far, that is not happening at the level we need," said Andrea H. Cefarelli, Senior Executive Director of Recruitment & Marketing for New York Blood Center.

We are asking our community to visit our donor centers or to find a convenient community blood drive to donate. "The Covid-19 pandemic has created blood shortages for all New Jersey and NY hospital systems, said Cefarelli. Donated blood is essential for trauma and surgery patients in need. We encourage healthy New Jersey residents, aged 16 to 75, to donate blood at NJBS blood drives and donation sites now. Visit NYBC.org or Call 1-800-933-BLOOD (2566) to

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make an appointment today."

#### **HOW NEW JERSEY RESIDENTS CAN HELP:**

To make an appointment to donate blood, visit donate.nybc.org/donor/schedules/zip.

NYBC also needs more partners to step up and help host drives in large venues. If you have a space available and would like to host a blood drive, please sign up at nybloodcenter.org/ support-us/host-blood-drive/apply-host-drive.

For information on the extra precautions being taken to help prevent the person-to-person spread of COVID-19, visit our website.

#### **ABOUT NEW YORK BLOOD CENTER**

Founded in 1964, New York Blood Center (NYBC) is a nonprofit organization that is one of the largest independent, community-based blood centers in the world. NYBC, along with its operating divisions Community Blood Center of Kansas City, Missouri (CBC), Innovative Blood Resources (IBR), Blood Bank of

Delmarva (BBD), and Rhode Island Blood Center (RIBC), collect approximately 4,000 units of blood products each day and serve local communities of more than 75 million people in the Tri-State area (NY, NJ, CT), Mid Atlantic area (PA, DE, MD, VA), Missouri and Kansas, Minnesota, Nebraska, Rhode Island, and Southern New England. NYBC and its operating divisions also provide a wide array of transfusion-related medical services to over 500 hospitals nationally, including Comprehensive Cell Solutions, the National Center for Blood Group Genomics, the National Cord Blood Program, and the Lindsley F. Kimball Research Institute, which — among other milestones developed a practical screening method for hepatitis B as well as a safe, effective and affordable vaccine, and a patented solvent detergent plasma process innovating bloodpurification technology worldwide.

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**MENUS - PRINTING - \$50 PER THOUSAND** 

Rate is for quantities of 25,000 or more. For quantities less than 25,000 cost is \$68 per thousand. 11"x17" / Full color /2 sided / 60lb gloss coated stock /

Includes folding (quarter fold or tri-fold, with or without coupons tab)

**FLYERS - \$35 PER THOUSAND** 

8.5" x 11" / Full color / 2 sided / 60lb gloss coated stock / Tri-fold add \$10 per thousand

INSERTED AND MAILED TO EVERY HOME AND BUSINESS \$60 per thousand. (as low as \$30 per thousand depending on quanttiy.)

email: JoeRenna@RennaMedia.com

Joe Renna at 908-447-1295

**MENUS** 

PER 1,000

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An alternative to expensive pay-per-click programs

• FREE AD DESIGN AND COPYWRITING Advertising webpage includes many features

including write-up, images, video, Google map, etc. • POSTS ARE SHARED THROUGH SOCIAL MEDIA

- Posts shared on multiple Facebook pages and twitter. • PAID SEARCH ENGINE PROMOTIONS
- Posts are promoted by industry, key words and location. TRACKABLE RESULTS
- All ads include a live view counter.

PER POST Joe Renna at 908-447-1295 Block of 20 email: JoeRenna@RennaMedia.com for \$200



# **WEBSITE AUDIT/ANALYSIS** AND RECOMMENDATION PLAN

 SEE WHAT IS WORKING AND NOT WORKING Know where your web traffic is coming from and why.

• ELIMINATE / AVOID COSTLY SCHEMES

Evaluate the return you are getting from your online marketing costs.

 INCREASE ONLINE MARKETING RESULTS Recommendations include ways to increase traffic to your website

NO OBLIGATION

This service is recommended even if you have an existing web management contract. Use it to tune up your marketing plan. ONE TIME FLAT FEE

Call for a consultation if you do not have a website or if need a new one.

Joe Renna at 908-447-1295 email: JoeRenna@RennaMedia.com

# WEBSITE / SEO SERVICES

Basic static site that can be developed further

 WEBSITE CREATION/UPDATE: \$2,400 Cost for average website: 12 pages, contact form, SEO friendly, responsive design

• WEBSITE HOSTING: \$300 PER YEAR

Includes website hosting, software updates, monthly website content updates

• SEO SERVICES: AVERAGE COST \$1,000 - \$2,000 PER MONTH

Custom tailored solutions: Google Ranking, Local SEO, Social Marketing

Call for free a consultation if you need help developing an online marketing plan. STARTER WEBSITE \$500

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Black Dyed	\$30
Brown Dyed	
Red Dyed	
Hardwood	

# **QUARRY BASE MATERIALS**

Concrete Sand	\$50
3/4 Clean Stone	\$44
Stone Dust	\$34
QP	\$36

#### **DECORATIVE STONE**

DEGONALIAE GIGHE	
% Red Stone	\$74
<sup>3</sup> / <sub>4</sub> Red Stone	\$70
<sup>3</sup> / <sub>4</sub> Goose Egg	\$94
1 <sup>1</sup> / <sub>2</sub> -3 Goose Egg	
<sup>3</sup> / <sub>4</sub> Arctic White	\$98
3/8 Riverbed / Pea Gravel	\$60
1 Riverbed	\$70
1 <sup>1</sup> / <sub>2</sub> -3 Riverbed	\$80

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# Marketing Toolbox

Renna Media offers a full range of marketing services, in print and online, hyperlocal to regional, for every budget and market size.

### **NEWSPAPER ADVERTS**

We mail 135,000 newspapers to every home and business in 21 towns. You can advertise in any number of towns. Ads start at \$60.

## **FULL COLOR PRINTING**

We print flyers and menus, full color, two sided, on coated stock for only \$35 per thousand.

## DIRECT MAIL

Insert your flyer into the newspapers and get it mailed to every home and business for \$60 per thousand and as low as \$30 per thousand for higher quantities.

## **ONLINE MARKETING**

Online ads and press releases designed and placed to drive traffic to your website and get your phone ringing.

## **SOCIAL MEDIA**

We can design and/or manage your social media campaign from passive to aggressive plans customized to work within your budget.

# **WEBSITE AND SEO SERVICES**

Start with an audit/analysis of your website giving you a report and recommendations for \$250.

It is highly recommended to have a marketing plan and budget before spending.

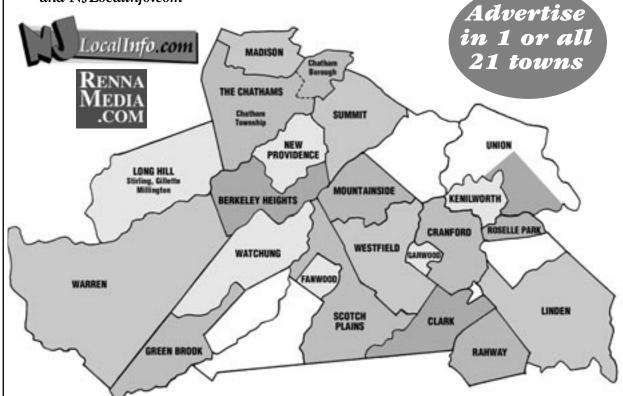
**CALL JOE RENNA FOR A** FREE CONSULTATION. 908-447-1295

# RENNA MEDIA NEWSPAPER RATE SHEET WE MAIL 135,000 NEWSPAPERS MONTHLY!

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Call today for FREE consult on marketing and business plans.

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Qty: 4,800

KENILWORTH

Qty: 3,600

Mailed to every

Zip: 07053

Zip: 07922

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Qty: 7,400

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Zip: 07928



Zip: 07066





Zip: 07016







Qty: 2,200

Mailed to-every

Green Brook. Gazette

Qty: 3,000 Zip: 08812





Zip: 07036

Zip: 07076

Qty: 17,400

LEADER -MOKHOW

Qty: 3,600 Mailed to every home and business in Gillette lington and Stirling Zips: 07933, 07946, 07980



Qty: 6,300 Mailed to every Zip: 07940



Qty: 2,900 Maded to every

Zip: 07092



Mailed to every

Zip: 07974

NEWS' Qty: 4,900



Qty: 12,400 Mailed to every Zip: 07065



home and busines Zip: 07204

Scotch Plains III Qty: 5,600 Qty: 9,600

Summit 3 Times

Qty: 9,600 Zip: 07901



Qty: 5,500 Zip: 07083

ANY 3

\$150

8450

\$600

\$800

\$900

\$1000

\$250

ANY 6

\$250

\$400

5700

\$900

\$1000

\$1200

\$1400



Qty: 6,200

RATE FOR

ANY 9

\$350

\$900

\$1200

\$1300

\$1500

\$1800

\$500



Qty: 2,800 Mailed to every

RATE FOR

8450

\$700

\$1300

\$1600

\$1900

\$2100

\$2500

ANY 12 ANY 15 ANY 18 ALL 21

\$500

\$800

\$1500

\$1800

\$2200

\$2400

\$2800



Qty: 11,800 Mailed to every

\$550

\$900

\$1700

\$2000

\$2400

\$2700

\$3000

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Rates are per month. Arrwork included in price Newspapers are black on white. ANY 1 Size NEWSPAPER 1 Unit (Business card) 3.25° x 2° \$60 2 Units 6.5° x 2" or 3.25" x \$100 4 Units 3.25" x 8" or 6.5" x 41 \$180 10° x 6 Units 6.5° x 6.25° or 5240 9 HALF PAGE 65'x9" or 10" x 5320 12 Units \$360 18 FULL PAGE 10° x 14° \$400 2 PAGE SPREAD 21" x 14" 8700 10° x 14° \$500 FRONT PAGE BANNER 8.25" x 2" \$320 \$240

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\$400

\$1100

\$1400

\$1600

\$1800

\$2200

\$600

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