

Published by Renna Media, LLC. On-line at RennaMedia.com

Issue 36 • January 2024

GROW YOUR BUSINESS

3RD ANNUAL WINTER MARKET AND TREE LIGHTING CEREMONY

Place your ad in this space and be in every mailbox in town!





The Borough of Roselle Park hosted its 3rd Annual Winter Market the first weekend in December. On Saturday, December 2nd the Borough's Annual Christmas



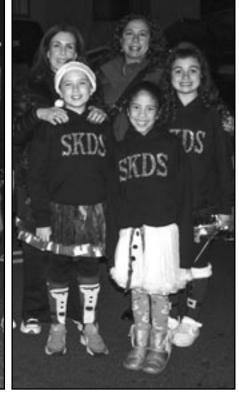




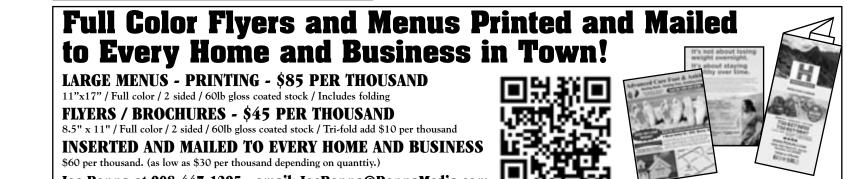
RK, NJ 07204







Photos from this and other events can be found online at rennamedia.com and on the Roselle Park Monthly page on Facebook. Feel free to "Like," "Tag," and "Share."



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





R^{oselle}**P**ark monthly

Renna Media LLC, Publishers 202 Walnut Ave., Cranford, NJ 07016 Roselle Park Monthly is published by Renna Media. 5,600 newspapers are printed monthly and mailed to every business and resident in Roselle Park, NJ. Although great care has been taken to ensure the information contained within is accurate, Renna Media assumes no liability for errors or omissions. ©2023 Contents of this newspaper cannot be reproduced without written consent from Renna Media LLC.

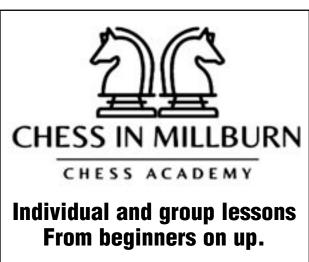
SEND US YOUR NEWS

Do you have a community service that you need help publicizing? Did you or someone you know accomplish something amazing? We are interested in hearing about your latest achievement (honor, award, etc.), send us your news! **Email: editor@rennamedia.com**

ADVERTISING Joe Renna: 908-447-1295 joerenna@rennamedia.com



Find us on online: rennamedia.com facebook.com/ Roselle Park Monthly



- In-person and Online Lessons
- Regular classes at 27 Bleeker St., Millburn, NJ
- Rated Chess Tournaments
- Search us on YouTube: Chess Party



908-416-1695 Visit our website for details and placement test! ChessInMillburn.com chessinmillburn@gmail.com

IMAGINE, A CENTER FOR COPING WITH LOSS

As the staff at Imagine prepared to launch a new program year in September, it quickly became evident that the demand for Imagine's grief support groups had grown. Imagine began its new program year offering three in-person Nights of Support at their Mountainside location, one Night of Support at their Newark location and a virtual option. Though each Night of Support (NOS) can accommodate up to 60 families, it became clear that a new night was needed to support all of the new families that had reached out to Imagine seeking support following the death of someone close to them.

The first step in launching a new NOS is to train new volunteers to facilitate each support group. Imagine held a training session November 3-5th, training 10 new facilitators for the new NOS that will meet on alternate Mondays beginning in November. The ten new facilitators were joined by new Imagine staff who participated in the training as well.

In addition to the story sharing and support for one another that's part of Imagine's training, the group had an opportunity to gain knowledge and skills regarding Alan Wolfelt's Companioning Model for grief support that's practiced at Imagine. Many of the participants in Imagine's training program find the training experience to be meaningful and life changing. One participant

shared: "The training was truly amazing and inspiring. I am so honored to have had the opportunity to participate in it." Another said: "The Imagine Staff are amazing. I so appreciate all the knowledge they shared and the encouragement they gave to me and the other participants." The staff at Imagine are so pleased to welcome this new group to their wonderful team of volunteers!

Imagine has been providing free peer support groups for children and families for over 10 years and relies on both the generosity of volunteer facilitators who donate their time, and the generosity of donors who help fund Imagine's programs. This holiday season, if you'd like to support Imagine's mission of ensuring that no one grieves alone, please consider making a donation to support Imagine's programs at imaginenj.org.

Imagine is a 501c3 nonprofit that offers free year-round grief support groups for children ages 3-18 and young adults 19-30 who are coping with a loss due to death. Concurrently, support groups are available for the parents and guardians of the children in the groups and offered in English and Spanish. Imagine also offers grief and loss education and training to the community. For more information please contact Imagine at 908-264-3100 or info@imaginenj.org.



(above, l-r) Imagine held a training session November 3-5th, training 10 new facilitators (pictured above) Back row: Brian Stump, Sandra Toppin, Cynthia Goodman, Tinah Bouldin, Shari Levine, Latoyya Schenck, Imagine's Chief Development Officer, Paul Muir, and Marianne Rubino. Front row: Imagine's Mountainside Program Associate, Kellie Saracino, Jen Schildge, Imagine's Operations Consultant, Susan Pink, Rachel Heisch, Imagine's Training and Development Operations Associate, Alexa Adubato and Pat Taeschler



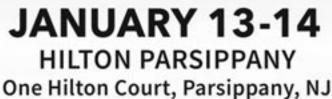
THINKING ABOUT RELOCATING? ATTEND OUR EXCLUSIVE REAL ESTATE EVENT.



The Nation's Largest Real Estate Exhibition

Discover the best places to live. View top lifestyle communities at one convenient location.

Florida, Tennessee, North Carolina, South Carolina, Delaware, Georgia New this year: Portugal and Greece



Sat: 10am-4pm & Sun: 11am-3pm

EXHIBITS, SEMINARS, DISCOVERY TRAVEL AND MORE!

AT THE SHOW, YOU CAN...

- View community exhibits, talk personally with area representatives & home builders.
- Compare many of the best places to relocate, or retire, all at one convenient location near you.
- Discover top destinations that afford a high quality of life, yet very low taxes.
- Explore lifestyle communities: active adult, golf, gated, 55+, coastal, waterfront, boating & more.

Attend Updated Presentations:

- How to Choose Your Ideal Place
- The Martini Theory with Doug Terhune
- Selling Your Home in Today's Market
- Live Your International Lifestyle



RSVP For Express Check-in, Exhibit Floorplan & Complimentary Relocation Guide ideal-living.com/RM

Questions: 800-736-0321

ATLANTIC FEDERAL GIVES RECOVERY GRANTS TO LOCAL NONPROFITS

The Atlantic Federal Credit Union ("The Atlantic") distributed \$50,000 in grant funding to five local nonprofit organizations through the Federal Home Loan Bank of New York Small Business Recovery Grant Program ("SBRG"). The SBRG is designed to support the financial security and health of organizations that have faced economic challenges due to the rate environment, inflation, supply-chain constraints, and/or rising energy costs.

The SBRG began in 2017 in response to hurricanes in Puerto Rico and the U.S. Virgin Islands. The Program relaunched in 2020 and was made available again in 2021 to aid small businesses and nonprofit organizations facing challenges due to the Coronavirus pandemic. By participating in the SBRG this year, The Atlantic was able to grant \$10,000 each to Bianca F.L.O.W.E.R.S. Inc. in Plainfield, Jewish Family Service of Central New Jersey, Mobile Meals of Westfield, St. Joseph Social Service Center in Elizabeth, and SHARE Alliance in Springfield.

"Thank you to the Federal Home Loan Bank of New York for their partnership and the opportunity to extend recovery grants within the communities we serve," shared The Atlantic Federal Credit Union Chief Executive Officer Anthony Mero. "The SBRG funding will help our deserving recipients continue their selfless work throughout Essex and Union counties – ensuring community members in need have access to food, clothing, social services and other crucial resources through the holiday season and beyond."

ABOUT THE ATLANTIC FEDERAL CREDIT UNION

The Atlantic Federal Credit Union was founded in 1935 as a not-for-profit financial cooperative to meet the savings and borrowing needs of Members. Today, The Atlantic Federal Credit Union exclusively serves Essex and Union counties in New Jersey with financial wellness resources, competitive rates and technologydriven solutions for personal and business banking. For full eligibility criteria and more information, visit TheAtlanticFCU.com.



(above, l-r) Adam Cadmus, Chief Experience Officer at The Atlantic; Carla White-Garrett, Community Engagement Representative at The Atlantic; Peter Jacob, Director of Housing Services at Jewish Family Service of Central NJ; Anthony Mero, Chief Executive Officer at The Atlantic; Tom Beck, Executive Director at Jewish Family Service of Central NJ; and Janine Grieco, Director of Member Engagement and Delivery at The Atlantic.

The SHARE Alliance: The SHARE Alliance is a consortium of several congregations and other interested parties, including the Springfield Rotary Club, Springfield Unity Project (SUP), and more, dedicated to the proposition that no one should go to bed hungry, unless they want to, or wonder where their next meal will come from. Under the sponsorship of the First Presbyterian Church of Springfield, SHARE seeks to approach the issue of food security in Union County. These objectives are achieved through the establishment of a Community Pantry and Community Kitchen that will operate from the Parish House, located at 37 Church Mall, Springfield. Learn more at share-alliance.net.



(above) Check Presentation St. Joseph Social Service Center: Since 1983, St. Joseph Social Service Center has served the materially poor and homeless community of greater Elizabeth, New Jersey, by providing basic human needs such as food, clothing and medications, as well as a wide range of services and programs to help them acquire the material goods and social services they need to live with dignity. St. Joseph Social

Service Center's range of services include a food pantry, health and wellness programs, mental health counseling, an Adult Learning Center, access to clothing and household items, and more. Learn more at

sjeliz.org.

(above, 1-r) Mary Phillips, Development Director at St. Joseph Social Service Center; Bernadette Murphy, Executive Director at St. Joseph Social Service Center; Tama Hampton, Volunteer Coordinator at St. Joseph Social Service Center; Carla White-Garrett, Community Engagement Representative at The Atlantic; Anthony Mero, Chief Executive Officer at The Atlantic; and Adam Cadmus, Chief Experience Officer at The Atlantic.



COME SING WITH US AT OUR OPEN HOUSE AT SHRINE OF ST JOSEPH

Hickory Tree chorus

Put some music in your life in 2024! Join the Hickory Tree Chorus for an Open House at Shrine of St Joseph, 1050 Long Hill Road, Stirling, NJ, which will include a meet-and-greet, movement warm-ups and, of course, some wonderful singing. Dates are January 10 and 17, 2024, from 6:45 to 9:30 p.m. The chorus sings a

songs, Broadway, Disney, Beatles, and more in a fun, supportive community. Come sing with us and share the joy of music together! Stay for the friendship and fun!

Hickory Tree is an award-winning women's chorus singing four-part a cappella harmony in the barbershop style. We are passionate about

variety of music, including old-fashioned love music, performance, fun & friendship. We believe every voice counts and encourage women singers of all ages, colors, ethnicities, and orientations to visit us and share our joy of music. Please contact the Chorus for the Open House

by email at info@hickorytreechorus.org.

Find more information at hickorytreechorus.org.



(above) The Hickory Tree Chorus invites the public to sing with them at an Open House, on January 10 and 17, from 6:45 to 9:30 p.m.

It Pays to Go Ultra

Ultra Checking 4.2 Annual Percentage

on the first \$10,000¹

Ultra Savings Annual Percentage Yield

on balances from \$100,000 - \$1,000,000²

Rates current as of December 15, 2023. Rates are subject to change without notice. Fees could reduce earnings on the account. 1) Ultra Checking is a blended rate tiered account with dividends paid on portions of your balance falling within designated tiers: \$0.00 - \$1,000.00: 4.20% Annual Percentage Yield (APY); \$1,000.01 - \$5,000.00: 4.20% APY; \$5,000.01 - \$10,000.00: 4.20% APY; \$10,000.00: 4.20% APY; \$10,000.01 - \$50,000.00: 4.20% APY; \$50,000.01 - \$50,000.00: 4.20% APY; \$50,000.00: 2.78% - 1.67% APY; \$50,000.00: 1.67% - 0.84% APY; \$50,000.01 and above: 0.84% 0.02% APY. \$1,000 minimum balance to open. There is a \$1,000 minimum daily balance requirement to avoid a \$15 monthly maintenance fee. The monthly maintenance fee can also be avoided based on a direct deposit of \$750 or greater into the Ultra Checking account during the statement cycle. Limit of one Ultra Checking account per tax identification number. 2) Ultra Savings is a blended rate tiered account with dividends paid on portions of your balance falling within designated tiers: \$0.00 - \$100,000.00: 5.25% APY; \$100,000.01 - \$250,000.00: - \$1,000,000.00: 5.25% APY; \$1,000,000.01 \$2,000,000.00: 5.25% - 2.60% APY; \$2,000,000.01 600,000.01 \$250,000.01 \$500,000.00: 5.25% APT 5.000.000.00: 2.60% APY; \$5,000,000.01 and above: 1.04% - 0.52% APY. \$100,000 minimum balance to open. There is a \$100,000 minimum daily balance requirement to avoid a \$100 monthly maintenance fee. Limit of one Ultra Savings account per tax identification number.



Get started at TheAtlanticFCU.com, call us at 908-245-1750 or visit us at our branches in Union and West Orange.

Federally Insured by NCUA. Equal Housing Lender.

ACROSS THE PROPERTY LINES SOLO SHOW AT KEAN UNIVERSITY

Submitted by Eliza Rodriguez

Roselle Park artist Daniel Gottschalk's BFA Solo Show, "Across the Property Lines," invited art enthusiasts on a captivating journey through the artist's unique perspective on nature and the comfort of one's personal space. The exhibition, held at Kean University in The Vaughn Eames Student Gallery from November 29th to December 8th, 2023, unveiled Gottschalk's profound connection with the environment and the intricate emotions tied to the concept of home.

The heart of "Across the Property Lines" lies in the artist's contemplation of nature, inviting spectators to experience the world through his

eyes. Each piece in the exhibition serves as a impact of their own journey, both within the portal into his personal connection with the natural environment. The exhibition's title itself lives. The footprints become a metaphor for the suggests a journey beyond conventional boundaries, prompting viewers to reflect on their own relationship with the world around them.

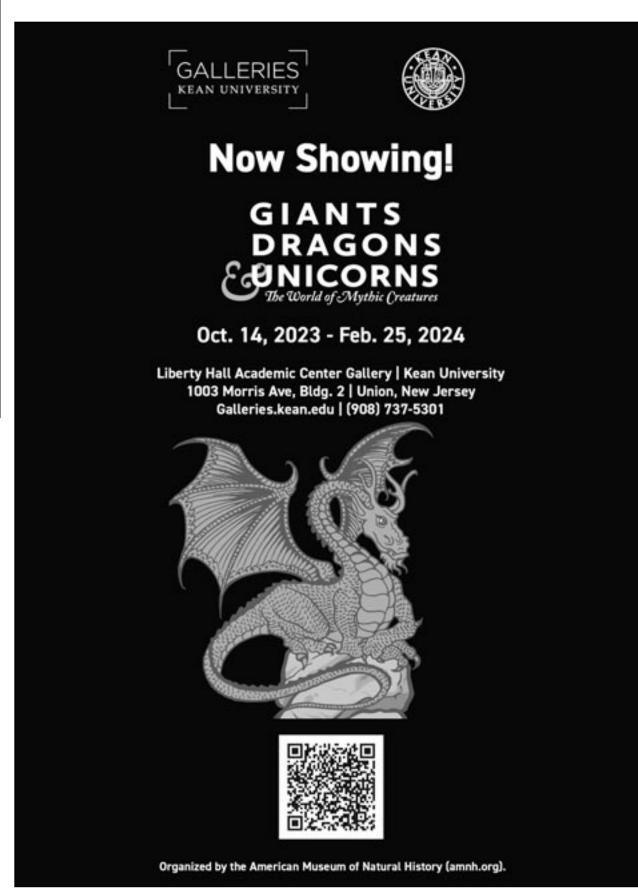
The concept of home and comfort also takes light in Gottschalk's showcase. Through sculptures and jewelry, he delves into the essence of what it means to be truly at home and in one's most comfortable space. The artist's craftsmanship is not only a testament to his technical skill but also an expression of the emotional and psychological nuances associated with the concept of 'home'. His keen observation and meticulous attention to detail create a visual narrative that tells a story to the audience.

One of the intriguing aspects of "Across the Property Lines" is the artist's deliberate choice to leave footprints throughout the exhibition. This deliberate act prompts viewers to consider the

gallery space and in the broader context of their choices we make and the traces we leave behind as we navigate our personal and collective landscapes.

The Vaughn Eames Student Gallery served as the perfect backdrop for this introspective journey, providing a small homie space where Gottschalk's artistic vision could unfold and resonate with the audience. As visitors navigated the exhibit, they were encouraged to follow the trail and to ponder their own connections to nature, home, and the indelible marks they leave in the world.

"Across the Property Lines" was not merely an art show; it was an invitation to traverse the boundaries of perception, to question the familiar, and to leave footprints of contemplation in the ever-evolving landscape of personal and shared experiences.





(above) Artist Daniel Gottschalk Courtesy photos





BOY SCOUT FIREWOOD

Do you need firewood for your backyard chiminea, fireplace or wood-burning stove?. You can get well-seasoned split hardwood logs at St. Genevieve's Church, 200 Monmouth Road, Elizabeth, for less than what you pay in the supermarket. And at the same time, you will be supporting the camping program of Boy Scout Troop 23, including a campership fund that helps send financially-challenged Scouts to summer camp. Help yourself from Webby's Wood Shed, located behind the Rectory near the garages that face 818 Livingston Road. Follow the directions on the envelopes provided to make a donation. Thank you for your support!

SPANISH INTO ENGLISH ADULT PROGRAM

Want to practice or learn more English? Come to the Kenilworth Public Library for a free one hour session of intensive listening and speaking on Tuesday, January 9, 2024 at 5:30 p.m. This program is geared towards adults 18 and up. If you have any questions, please contact Krisstonia at 973-309-6971

SENIOR **FITNESS CLASSES**

The Kenilworth Senior Center is open on Monday, Tuesday, Wednesday, and Friday for free senior fitness classes. . The classes are open to all Union County residents. Please bring your sneakers and a water bottle to stay hydrated. Lots of fun and you'll meet some great people! The Kenilworth Senior Center is located at 526 Boulevard Kenilworth, NJ. There is parking in the front and back of the building. An elevator is located in the back entrance for those who need a lift. Whell chairs are provided if need be.

FREE COVID-19 TESTS

Every home in the U.S. is eligible to order an additional 4 free at-home tests beginning November 20. If you did not order tests this fall, you may place two orders for a total of 8 tests.

Your order of COVID tests is completely free - you won't even pay for shipping.

To order visit COVIDTests.gov.

Need help placing an order for your at-home tests? Call 1-800-232-0233.

SPIRITUAL? CURIOUS? SEEKING?

Curious about what people are talking about when they speak of having faith or being spiritual? Are you Seeking peace of mind, of heart of soul?

Come and see for yourself. Come and explore the Christian faith. Come and discuss with other seekers what is on your mind, what you cannot talk about except with other seekers. Come to an Alpha gathering.

Alpha is for everybody that wants to discuss seeking answers to life's big questions. Why are we here? Is this all there is to life? Where are we going? How do I attain peace of mind, heart, and soul? Whether you are young or old, have faith or are atheist or agnostic, Alpha provides a safe environment for exploring our big questions about life.

We begin by sharing a meal together and getting to know each other. We watch a video

Do you consider yourself Spiritual? Are you together then break into small groups for uninhibited discussion about what is on our minds.

There is no cost to participate. The series runs for 12 weeks on Monday nights beginning at 7:30 p.m. and ending at 9:00 p.m. It will begin February 5th, 2024, and end May 6th, 2024. Three of the sessions are live in person and the remainder are on Zoom. You will need a desire for frank discussion, a willingness to participate and a commitment to attend. You will also need a computer or smartphone capable of Zoom sessions.

The live in person sessions will be held at Immaculate Heart of Mary Parish, 1571 S. Martine Ave., Scotch Plains, NJ 07076. If you have any questions, please call (908) 889-2100. To register go onto IHMParish.net/alpha.



If you have questions about Alpha, please contact the Nazareth Center Office at 908-889-2100 or send an email to office@himparish.net

Roselle Park Monthly • Page 7 • January 2024



CELEBRATING OVER 95 YEARS OF ACADEMIC EXCELLENCE



#SMS STRONG Registrations for the 2024-2025 academic year are now being accepted

- Faith-based environment
- Early Childhood Program Pre K3 & Pre K4 (Full & Half Day)
- Full Day academically based Kindergarten
- Primary, Elementary, and Middle School curriculums
- Controlled class size
- Average 16:1 student-teacher ratio
- Chromebooks for grades 2-8
- Before and after care programs are available daily on site
- Member of the National Catholic **Education Association (NCEA)**
- Accredited by the Middle States Association Commission on Elementary Schools

OPEN HOUSE SCHEDULE Thursday, January 25, 2024 7:00 pm - 8:30 pm Sunday, January 28, 2024 11:30 pm - 2:00 pm PLEASE CONTACT THE SCHOOL FOR MORE INFORMATION PLEASE CALL (908) 276-9425 100 Alden Street, Cranford, NJ www.smscranford.com

E-Mail: saint.michael@verizon.net

JANUARY EVENTS AT THE ROSELLE PARK VETERANS MEMORIAL LIBRARY

404 Chestnut St., Roselle Park, NJ 07204. (908)-245-2456. library@rosellepark.net Monday, Tuesday, Thursday: 10:00am-8:00pm, Wednesday, Friday: 10:00am- 5:00pm, Saturday:10:00am-2:00pm, Sunday: Closed Closed January 1 & 2 (New Year's) & January 15 (Martin Luther King Jr. Day).

TOT PROGRAMS (AGES 0-5) BOOKS & BADGES

TUESDAYS 11:00 AM

Children will have a chance to build vocabulary and enjoy a book and craft with our officers

from the RPPD. **TODDLER TIME**

WEDNESDAYS 11:00AM

Learn preschool basics with Miss Faith through rhymes, simple stories and engaging activities. **STORYTIME PLAY GROUP**

FRIDAYS 11:00 AM

Listen to stories and sing songs with Miss Faith before enjoying pretend play and practice social skills.

KIDS PROGRAMS (AGES 5-11) ***JR. CHEF MONDAY 01/08 3:30PM

Join Miss Faith in the program room to practice kitchen safety and make a tasty treat. Space is limited; online registration required! ***CRAFTERNOON

MONDAY 01/22 3:30PM

Make a fun craft with Miss Faith in the program room. Space is limited; online registration required!

DONATE UNWANTED BOOKS

Looking for a place to donate your unwanted books? Father Paul Prevosto, Pastor of Church of the Assumption in Roselle Park, announces the addition of a book donation bin located in the Church parking lot at 113 Coolidge Place (near the corner of Westfield Ave. and Faitoute Ave.)

All books must have an ISBN barcode on the cover. Hardcover, paperback, and textbooks are all welcome - no encyclopedias, magazines, or water damaged books. Your donation raises funds for the parish.

For more information,

or if you wish to purchase books

please visit NewLegacyBooks.com.



TWEEN/TEEN PROGRAMS

TEEN TWEEN TUESDAY TUESDAYS 3:30PM-4:00PM

Enjoy activities with library staff in our program room!

***ERAStorytime

SATURDAY 01/06 11:00AM-12:30PM Are you ready for it?! Jam out to Taylor Swift

while enjoying Taylor-themed activities and snacks. Space is limited; registration required! Ages 8+ only!!

TEEN MENTAL HEALTH WORKSHOP

TUESDAYS 01/16 3:30PM Expand your mind with mental health tips.

FAMILY EVENTS **PAJAMA STORY TIME**

THURSDAYS 6:30 PM

Bring your favorite stuffed animal, wear your pajamas, and join Miss Jenna for a cozy

WEDNESDAYS 3:30PM-4:30PM &

SATURDAYS 11:00AM- 1:00PM Use the library's LEGO bricks to build your

THURSDAY 01/11 6:30PM

Calling all artists! Come share your talent at the library! For registration email Lisa at

TUESDAY 01/16 5:00pm Test your Chess strategies with opponents. Ages 8+ suggested.

MOVIE NIGHT

MONDAY 01/29 5:00PM

Bring the family, wear your pajamas, and join us for popcorn and a movie in our program room.

*** PROGRAMS MARKED HAVE LIMITED SPOTS! Registration required. Visit the circulation desk or call to register.

ADULT PROGRAMS *****DIGITAL LITERACY TUTORING**

FRIDAYS STARTING 01/05 3:30PM

Improve your computer skills and confidence with Assia. Registration required, as only 2 spots are available each week. ESL

TUESDAYS 2:00PM

Sign up for our English language learning class. **KNITTING CLUB**

WEDNESDAYS 1:00 - 3:00 PM Knit and crochet winter hats and scarves to

donate to charities.

QUILTING CLUB

2nd + 4th THURSDAYS 1:00 - 3:00 PM Try out new quilting patterns with friends.

*****ADULT BAD CRAFT NIGHT** MONDAY 01/08 6:00PM

Bring your leftover holiday wrapping scraps to make a "bad art" mosaic display for the library. Feel free to also bring charcuterie board snacks to enjoy while Maria reviews a bad-craft book.

***KNOW YOUR INSURANCE WORKSHOP

MONDAY 01/22 11:00AM Learn about who to call and what to ask relating to Medicare, Humana, and financial planning with Natalia Ojeda (licensed insurance agent).

*****CAFFEINE AND CHAPTERS ADULT BOOK CLUB**

THURRSDAY 01/25 6:00PM Explore The Uncommon Reader by Alan Bennett over a cup of coffee with Lisa!

TECH HELP Mon-Fri 10-5

Svailable in Spanish or English. Appointments available, walk-ins welcome.

Notary Services

Mondays, Wednesdays, Thursdays 10:00am-2:00pm; Tuesdays: 1:00pm-8:00pm lease call before arriving to ensure notary is available! Fax, Copy, Print, & Scan Services: Available during library hours. Free WIFI

(above) The adult Cookie Exchange held at the Library in December was delicious fun!

bedtime story and craft. LEGO CLUB

own creations. Check the calendar for dates.

***OPEN MIC NIGHT

lpalacio@rosellepark.net

CHESS

FOSTER YOUTH JOIN FOREVER FAMILIES AT ADOPTION DAY

CASA of Passaic and Union Counties On a recent fall morning, five youth ranging from three to 10 years old entered the courtrooms of Superior Court Judges Gavin Handwerker, Paul Nieves and Chanel Hudson as foster youth and, shortly after, emerged as official members of their new families.

Adoption Day is eagerly anticipated by many at Union County's Family Court, as ample smiles fill the courthouse – a juxtaposition to the daily navigation of complex issues fraught with loss or discord. This year, county dignitaries presented families with proclamations and certificates, and festivities included performances by 30 high school students from Elizabeth's Thomas Jefferson Arts Academy A Cappella Choir; a former foster youth sharing her personal journey and adoption story; a roaming balloon artist; sheriff's officers dressed as superheroes and a Batmobile outside for visiting; furry greetings from Kenilworth's David Brearley Middle High School mascot bear; personalized cupcakes; and ice cream, face painting, and friendship-bracelet making stations.

CASA of Passaic and Union Counties

presented family fun-themed gift baskets made possible in part from donations by David Brearley Bears That Care program and the Union County Bar Association. Baskets were given to all those finalizing on Adoption Day, as well as several families who adopted earlier in the year.

Cynthia Evans of Scotch Plains was among the CASA volunteers to attend the ceremonies for their assigned children. "The day was a long time coming for these sisters, and it was amazing," she said. "I've been their advocate since 2020. Between their adoptive families and all involved, embraces and cheers were aplenty. My time as their CASA volunteer was both rewarding and challenging. I'm thankful I could help ensure their needs were met and services were provided while in care."

Adoption Day is a national movement to raise awareness of children in foster care. Since its inception 23 years ago, nearly 60,000 children have found permanency. More than 437,000 youth in the United States are currently in the child welfare system awaiting a permanent home, and the average wait is four years. For more than 23,000 youth, that doesn't happen, and they age

out of the system, facing life on their own.

For details on CASA of Passaic and Union Counties, becoming an advocate for foster children or other opportunities to support the organization's work, log on to

www.casapassaicunion.org.





(above) Festivities included a roaming balloon artist; personalized cupcakes; and ice cream, face painting, and friendship-bracelet making stations.





(above) Sheriff's officers dressed as superheroes, and also maned a Batmobile outside

Courtesy photo

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 160,000 newspapers to every home and business in 24 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 \$45 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 160,000 NEWSPAPERS MONTHLY! Tina Renna 908-418-5586 • tinarenna@rennamedia.com Joe Renna 908-447-1295 • joerenna@rennamedia.com 202 Walnut Avenue, Cranford, NJ 07016



Back cover, front page barrier and front box reserved on first-conse, first-served basis. Current advertiser has right of first refusal.

Make Checks payable to Renna Media, 202 Walnut Avenue, Cranford, NJ 07016

PER POST

Block of 20 for \$200

Single post is \$20

LocalInf**o.co**m

ONLINE ADS & PRESS RELEASES DRIVE LOCAL TRAFFIC TO YOUR WEBSITE

GET UNLIMITED CLICKS

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.

Full Color Flyers and Menus Printed and Mailed to Every Home and Business in Town! FLYERS

FLYERS - \$45 PER THOUSAND

8.5" x 11" / Full color / 2 sided / 60lb gloss coated stock Tri-fold add \$10 per thousand. Minimum order \$450

LARGE MENUS - PRINTING - \$85 PER THOUSAND For quantities more than 50,000 cost is \$55 per thousand. 11"x17" / Full color /2 sided / 60lb gloss coated stock. Min. order \$850 Includes folding (quarter fold or tri-fold, with or without coupons tab) **INSERTED AND MAILED TO EVERY HOME AND BUSINESS**

\$60 per thousand. (as low as \$30 per thousand depending on quantity.) Minimum order \$400

WEBSITE / SEO SERVICES

STARTER WEBSITE: \$500

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.

WEBSITE AUDIT/ANALYSIS D RECOMMENDATI N PLA

 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.

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

Joe Renna at 908-447-1295

email: JoeRenna@RennaMedia.com





email: wwwinnj@gmail.com

Call Walter at 201-478-7408

STARTER

WEBSITE

\$500

FLAT FEE

Call for a consultation if you do not have a website or if need a new one. Call Walter at 201-478-7408 email: wwwinnj@gmail.com



VIRTUAL MEETINGS ALSO AVAILABLE

Interior & Exterior Remodeling | Family Owned & Operated

100% FINANCING AVAILABLE | 30+ YEARS EXPERIENCE

NJDCA 13VH07755300

🖾 MagnoliaHomeRemodeling.com