



# black, white & *red* all over

a River Edge community newsletter

## SPECIAL CAMPAIGN ISSUE VOTE WATKINS-CAPPOLA-CARROLL

### We Need Your Support!



Successful elections, even at the town level, require outstanding candidates, a dedicated campaign team, and educated, informed voters. Your all-volunteer River Edge Republican Campaign Committee is working tirelessly on behalf of Mayor Peg Watkins and Council Candidates Della Carroll and Anthony Cappola. Your vote for them on November 8<sup>th</sup> will be the most important factor in continuing the Mayor’s Republican agenda of fiscal discipline and property tax relief.

However, you can also help ensure success on November 8<sup>th</sup> in another way. No matter what the size or scope, campaigns require financial support to be successful. The overwhelming majority of voters in River Edge are neither Republican nor Democrat but undeclared, or independent. For us to get our message out to the several thousand independent voters in town requires not only time and effort, but dollars.

While e-mail, websites and social media like Facebook, Twitter, and YouTube aid our efforts, direct mail remains our primary communication workhorse. With traditional mass mailing items each costing perhaps 40¢ to print and 44¢ for postage, or almost \$1 per piece, it is easy to see that a single mass mailing to River Edge voters can cost thousands of dollars. A typical campaign may have several such mailings, plus the expenses for campaign signs, flyers, doorhangers, events and other activities. Unfortunately, campaigns are very expensive.

The River Edge Republican Campaign depends on grass-roots funding from those interested in making our town a better place. There is no “magic organization” at the national, state or county level that comes in to orchestrate or fund our efforts. That’s why we need your financial support now! Please send what you can – even \$10, \$20, \$50, \$100 or more can help. Send contributions, payable to:

**River Edge Republican Campaign Committee**  
P.O. Box 124, River Edge, NJ 07661

***Let’s All Help Move  
River Edge Forward!***

### Join Us On River Edge Day

Memorial Park

Sunday, October 16, 2011

1:00 PM – 4:00 PM

All are welcome at our booth. Come out, meet the candidates and share your thoughts. Free “giveaways” and crafts, so be sure to bring the kids!

*Afterwards, come to the.....*

### Big Backyard Bash!

Della Carroll Family Home

788 Millbrook Avenue

Sunday, October 16, 2011

4:00 PM to 7:00 PM

Immediately following the activities in the park, continue the Fall fun with a backyard bash! Music, hot dogs, keg beer, soda and Jim Carroll’s “firehouse chili.” Please stop by and bring your friends. We promise NO POLITICS (well, maybe just a little) and lots of FUN!

### The Candidates For State Legislature – Driscoll, Alonso and Goldberg

Three great candidates will be at the top of the Republican ticket on election day, November 8. Currently a Bergen County Freeholder, **John Driscoll** (from Paramus) is running for State Senator and **Fernando Alonso** (from Oradell) and Hawthorne Mayor **Rich Goldberg** are seeking the two State Assembly seats. When elected, they will fight to stop State tax, spend and borrow policies, hold the line on property taxes and make New Jersey job-friendly. So let’s all be sure to vote to send Driscoll, Alonso and Goldberg to Trenton from Legislative District 38.

*The views expressed here do not necessarily reflect the opinions of any specific elected officials.*