

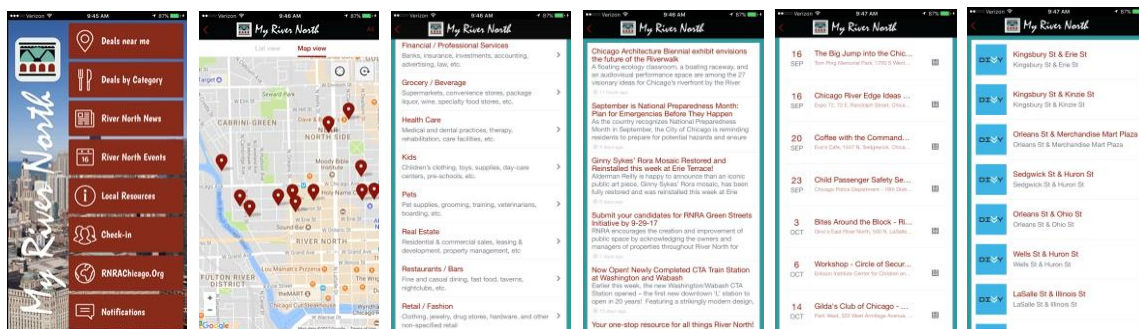
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For Immediate Release

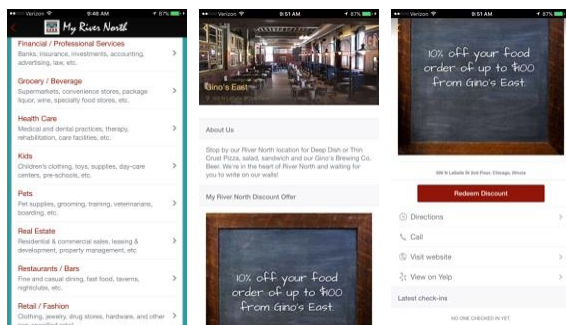
River North Residents Association supports hyperlocal movement with launch of My River North mobile app

NEW neighborhood app is a one-stop resource to Eat, Play, Know, and Go in one of Chicago's premier neighborhoods

CHICAGO, IL (October 10, 2017) – Available now, the *My River North* mobile app brings an unprecedented level of civic and commercial connectivity to River North residents. In one convenient app, *My River North* brings together local resources from city services to transportation; River North news and events; and, exclusively for River North Residents Association members, special deals from neighborhood merchants.



Truly a one-stop resource, the *My River North* app showcases the best of River North by providing unique features that help neighborhood residents Eat, Play, Know, and Go. Any *My River North* app user has access to up-to-date news, upcoming events, and local civic resources including links to local Aldermen, 18th District Chicago Police & Fire Department emergency services, and the Near North brand of the Chicago Public Library. The user's mobile device GPS technology further customizes the experience by locating nearby parks and, for efficient transportation planning, provides direction to Divvy bike stations and parking near the user's current location. There is also a link to the RTA Trip Planner.



The benefits of *My River North* are even greater for the 11,000+ members of the River North Residents Association and the employees of participating app merchants. These users are given a special code that unlocks exclusive deals at local merchants. With over 50 participating merchants across 14 categories including Beauty/Fitness, Entertainment, Kids, Pets, Restaurants, and Retail, there is sure to be a deal for everyone.

The *My River North* app is the latest innovation from the River North Residents Association (RNRA) which is celebrating its 20th anniversary in 2017. According to Mike Riordan, RNRA President, “the *My River North* app supports our core reason for being – to make River North Chicago’s premier neighborhood – and, through the latest technology, extend our commitment to quality of life by bringing residents together, connecting residents to local business, and collaborating with our elected officials and city agencies.”

The app is also part of the Association’s commitment to supporting the hyperlocal movement which also includes presenting the annual Taste of River North summer festival, underwriting a full slate of annual Chicago Parks Movies in the Park at A. Montgomery Ward Park, and various other neighborhood events. “By putting all the best elements of River North at the fingertips of residents, the *My River North* app becomes the neighborhood’s ‘digital calling card,’” says Brian Israel, the former President of RNRA who conceived the idea of the app over eighteen months ago. “It also helps to keep discretionary dollars in the River North economy by encouraging residents to shop local,” he promotes.

Future *My River North* releases will include utilities that will serve to further connect residents and, ultimately, help build a strong sense of community in the dynamic River North neighborhood.

The *My River North* app is FREE and compatible with nearly any mobile device. For access to members-only deals, users must register at www.RNRACHicago.org/myrivernorth-register.

For more information on the My River North app, please visit: www.RNRACHicago.org/myrivernorth. For press kit materials including photos and key documents, please visit:

About the River North Residents Association

Created in 1997, the River North Residents Association (RNRA) is a 501 (c)4 non-profit, volunteer neighborhood advocacy organization. The mission of the RNRA is to enhance the quality of life in River North; encourage strong collaboration and communications between residents, businesses and government officials; promote responsible real estate development; advocate for infrastructure and amenity improvements; create a safe neighborhood and healthy environment; and develop a collective vision that supports long term value and a single voice that represents the River North community. For more information, please visit www.RNRACHicago.org.