

As many of you already know, the Shopper is no longer publishing the River Bend Community Directory. The last edition of the Community Directory was published in 2015. I have been in discussions with LeAnne Carey of AdFire Marketing to facilitate the production of a new directory for River Bend. She is currently working on the project and is nearly ready to publish. However, after many notifications to residents, there is still very little participation from residents. To date, there are fewer than 200 entries. Maybe people just do not want to be included in the directory. If so, that is fine. If you do want to be included in the directory, this is your last chance to submit your information.

In order for the directory to be effective, it must contain the correct contact information for those who are listed in it. We are aware that there is outdated information in the 2015 edition. Some people have moved away, others have moved in, addresses change, phone numbers change, names change, etc. The Town does not maintain a database with all of this information for all of our residents. This is where you play a vital role in the process. You must provide your information to them if you want to be included in the new River Bend Directory. You can easily do so by sending your information to [LeAnne@AdFiremarketing.com](mailto:LeAnne@AdFiremarketing.com) or mailing it to LeAnne Carey, PO Box 5392, Emerald Isle, NC 28594. Do not submit your information to the Town of River Bend. If you previously submitted your information, there is no need to re-submit.

If you have any questions you can contact LeAnne at the address above or call her at 252-422-0559. Your participation in the directory is optional. If you do not want to be included, simply do not provide your information. In order to be included you **MUST** provide her with your information by August 13, 2018. After that date, no new entries will be accepted. Email addresses will not appear in the directory. Include your name, physical address and telephone number. You can include multiple names. For example: You can submit: Bob and Mary Jane Smith, 106 Elm Street, 999-111-2222. You can also submit two phone numbers. Just list the name and numbers separately. For example: Bob 999-111-2222 and Mary Jane 999-111-3333.

It is important to understand that the River Bend Community Directory is not a publication of the Town of River Bend. We will not have any control over its publication or its content. It is being produced by AdFire Marketing, which is a private business. The Town of River Bend is not responsible in any way for ensuring that your information is correct. The Town will not maintain, update, add, delete, modify or in any other way change the personal data in the directory. Our only role in the project is to notify our residents of the opportunity to participate. When the directory is complete, free copies will be available at Town Hall. The directory is made possible through the paid advertising that will appear in the directory. If you value the directory, I suggest that you show your appreciation to those advertisers who have made it possible.

I realize that not every resident will see this article. I also realize that not every resident has access to email or the internet. If you know people who do not have access to either and think they may want to be included in the new directory, please inform and assist them.