

Destination: Newark

BY KAREN DUNCAN

Vic Nichols is a Maplewood boy – born and raised. He attended Clinton School, South Orange Middle and Columbia High. After Rutgers he stayed local: He married, bought a house and maintains this is the only place he'll live.

Yet he wears Newark on his sleeve. “I want to be part of the conversation that changes the perception of Newark,” he says with enthusiasm. And he fervently believes that his new magazine will be part of that conversation.

Launching in February, twice a year Nichols will be publishing *NewarkBound*, which will feature photography and stories about arts and culture, food, family fun and things to do in New Jersey’s largest city and its neighboring communities.

“Our intent is to give visitors and business travelers an informative and interesting overview on the many treasures that Newark and the surrounding areas have to offer,” says Nichols, “including music, sports, dining, shopping, accommodations, major events and entertainment.”

Nichols is not new to marketing and tourism. Appointed by former New Jersey Governor James McGreevey to the Council on Tourism, he produced the state’s travel guide. His entire career has been spent in marketing and printing, primarily with New Jersey-based concerns.


Nichols feels that Newark’s many attractions have been either overlooked

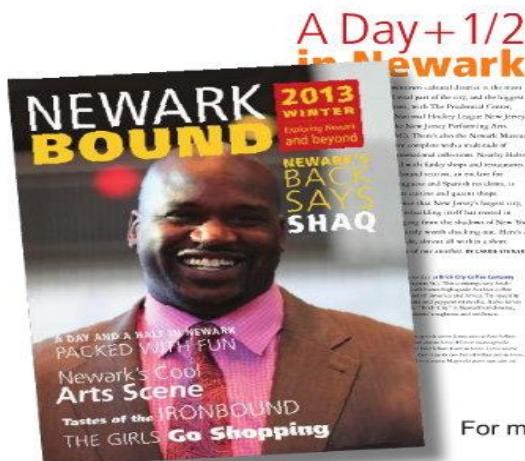


or under-attended. “And for all the wrong reasons,” he explains. “Newark is so vibrant, with so much to offer that too many residents still don’t take advantage of.” He hopes to change all that with this glossy 80-page, full-color publication, which will have an additional online version.

Seth Grossman, executive director of the Ironbound Business Improvement District (IBID), agrees that a magazine such as *NewarkBound* is very much needed and has supported the launch, believing Nichols is the right person to lead this endeavor.

The magazine will be free and available in hotels, restaurants, the state’s welcome centers, tourism facilities and the airports. The initial print run will be 100,000 copies. Says its founder, “Our goal is for *NewarkBound* to be a dynamic component towards Newark becoming the state’s entertainment and cultural hub.”

And while he loves Newark, he’ll keep Maplewood as his home. “It’s so close!” he says, noting that this is exactly what he’s trying to promote. 



For more information, visit www.NewarkBound.com.

