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New Rochelle Democratic Candidates Kick Off the 2019 Election Campaign

New Rochelle, NY – New Rochelle’s Democratic candidates for Mayor and City Council submitted their designating petitions to the Westchester County Board of Elections last week, officially kicking off the 2019 election campaign. All together, the Democratic candidates received signatures from more than 2,000 voters in support of their effort to run for elected office.

The Democratic slate, headed by Mayor Noam Bramson, includes five candidates running for New Rochelle City Council.

Running In Council District 1, Martha Lopez presently works as Special Assistant in Immigrant and Community Affairs to County Executive George Latimer. A recipient of the Dr. Martin Luther King Human Rights Award, Martha is a founding member of the after-school program KEEPS and co-founded the Community Resource Center. She is a former member of the Westchester Hispanic Advisory Board and served on the Board of Directors for the Emelin Theater.

In District 3, Yadira Ramos-Herbert served as a member of the New Rochelle Downtown Revitalization Initiative’s local planning committee, having previously served as a member of the Lincoln Avenue Task Force and the New Rochelle School Violence Task Force. She works as Dean of Students at Columbia Law School and is currently an elected member of the Board of Trustees for the New Rochelle Public Library, and President of the Prince Street Townhouses homeowner association. Yadira is running to succeed Councilman Jared Rice, who is not seeking re-election.

Running for re-election in District 4, Ivar Hyden has lived in the district since 1996 and has been a business owner in downtown New Rochelle since 1986. He is on the board of the Industrial Development Agency and has served as Vice Chair since 2018. Prior to his election to City Council, Ivar was the Chair of the Municipal Art Commission as well as several other boards in the community. As a working artist, he is especially interested in the continued success of New Rochelle in the areas of social equity and cultural diversity.

Running in Council District 5, Sara Kaye is an attorney, community volunteer and organizer. She graduated from the Benjamin N. Cardozo School of Law in 2006 and

has worked in the nonprofit sector on criminal justice policy reforms. Since moving to New Rochelle, Sara has been an active volunteer with many local organizations, including the Boys & Girls Club of New Rochelle, HOPE Community Services, and the New Rochelle Community Action Program. Sara is running to succeed Councilman Barry Fertel, who is not seeking re-election.

Running for re-election in District 6, Liz Fried spent her professional career in finance, at the Federal Home Loan Mortgage Corporation, and then in investment banking at Oppenheimer and Co. She has an extensive record of community service including serving as President of the League of Women Voters of New Rochelle, President of the Davis School PTA, Vice President of the PTA Council, and as Board Member of the Beechmont Association.

“New Rochelle needs an effective team of local leaders who are committed to working together, and who will uphold our city’s progressive, inclusive values,” said Mayor Noam Bramson. “I am proud to run in partnership with such talented, dedicated, and diverse candidates, each of whom brings unique experiences and an independent perspective to City government.”

The General Election this year is Tuesday, November 5. For those participating in a primary contest, the primary election is Tuesday, June 25.

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