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Haddonfield Businesses Celebrate 40th Anniversary of Earth Day by Promoting and Maintaining Eco-Friendly Practices

Haddonfield, NJ – April 21, 2010 – Earth Day 2010 is upon us, and the shops, restaurants and boutiques of Haddonfield, NJ are going “green” in a big way.

Haddonfield’s wide variety of unique shops, boutiques and restaurants not only offer a little something for everyone, but they also strive to remain as “green” as possible – recycling any and everything; offering organic and natural foods and clothing; and promoting eco-friendliness to customers on a regular basis.

When it comes to eco-friendly clothing, Haddonfield boutiques, Georgie Girl and Bella Figura Mommy & Baby, each sell natural designs made from organic, environmentally-friendly bamboo and soy.

“Bamboo has been getting a lot of attention due to its softness and the fact that it keeps skin cool during the summer and warm during the winter,” says Carmel Mariani of Bella Figura. “Soy is another alternative to bamboo due to its breathability and skin-friendliness.”

Haddonfield eatery and culinary business operators also believe in remaining eco-friendly for the sake of the environment. Two Haddonfield businesses, Apron and The Kitchen Cooking School, utilize locally-produced organic foods and goods whenever possible. Each also believes strongly in the Three R’s: reduce, reuse and recycle.

Founder and Executive of the Kitchen Cooking School, Chef Kathy Gold, says, “We compost, reduce, reuse, recycle, and repurpose with a vengeance, and teach the lessons of good stewardship in all our classes. We want our students to be sensitive to their actions when it comes to avoiding wastefulness and recycling whenever possible.”

Haddonfield café, Amino Juice, keeps “green” by using all-natural, organic and fair trade ingredients in all recipes whenever possible.

“In addition to using organic ingredients in our recipes, our fruit and vegetable juices are made on site, never using concentrates or bottled juices,” said Anthony Gentlesk of Amino Juice. “Also, our vegetable pulp is given away to customers for their compost piles, and we use cups made from corn that are 100% compostable.”

Mel Fendt, owner of Haddonfield café, The Grind House, also recycles regularly; not only glass and plastic containers, but coffee grounds. “All of our coffee grounds are recycled by being sent to local gardeners who use them as mulch,” said Fendt.

Accent Studio, also owned by Mel Fendt, features three lines of recycled glass jewelry – SmartGlass, SeaGlass and Margarita.

“Used frames from our framing studio are donated to local artists instead of being thrown out,” says Fendt. “We also recycle the seasonal plants at our storefront by giving them to a local Wild Life Sanctuary where they are permanently planted in a meadow to support programs to increase the honey bee population.”

Another merchant that is committed to running as “green” and eco-friendly a business as possible is Haddonfield’s Jewelry Exchange and Timepiece Mechanix. Part of the business’s plan for reducing waste is reusing packaging when shipping and also reusing boxes by shredding them down and using as packing material.

“As manufacturing jewelers we also reuse and recycle our precious metals, and, when sourcing gemstones, we try to purchase from conflict-free and recycled material dealers. After all, if the gem has already been mined and polished years ago, we don’t have to dig up our planet or use extra energy and chemicals to produce them,” says Bill Green, of Jewelry & Timepiece Mechanix in Haddonfield.

Two Haddonfield wellness and grooming businesses, Be Well Massage and Solo Hair Boutique, offer eco-friendly environments for guests looking to be pampered.

“We don’t use any aerosol sprays and our products for hair color and shampoos don’t have sulfates or parabens,” says Valerie Tinni of Solo Hair Boutique. “We also use a totally organic hair straightener that doesn’t require plastic gloves to apply.”

Amy Kinzel, Director of Be Well Massage, says this about what her establishment does to keep environmentally friendly, “All of our massage lotions and oils are natural or organic and paraben free, while only using pure and natural essential oils in our massage treatments.”

Be Well Massage also carries a natural line of wellness products for sale including: all natural hand-made soaps, soy candles (which are cleaner burning and better for the environment than other toxic candles), Sombra Gel (a natural pain relieving muscle rub), hand-made hot/cold packs for pain relief.

“We also do little things to help reduce our carbon footprint on the world. We recycle all paper and bottles at our office, and we open windows whenever we can, using fresh air instead of the air conditioning, and natural light instead of electric energy,” continues Kinzel.

Haddonfield consignment stores, Raks Thrift Avenue and The CONTACT Exchange, are in the business of recycling women’s clothing and accessories. With no new manufacturing or use of resources involved, each store offers recycled, still-current fashions in excellent condition to shoppers looking to update their wardrobes.

Haddonfield’s merchants offer a wide-variety of eco-friendly products, but store owners are also doing little things to help create a big positive impact on the Earth. For example, Haddonfield’s The Little Shop and Georgie Girl Boutique will be giving away and selling stylish and eco-friendly reusable shopping bags. Additionally, many Haddonfield businesses, including Be Well Massage and Solo Hair Boutique, have also stopped serving bottles of water to clients, instead purchasing water coolers, to help reduce the use of disposable bottles and plastics.

Only minutes away from Philadelphia, Haddonfield not only offers the region’s most unique downtown shopping experience, with shops and boutiques are situated in a quaint downtown, but it’s also one of the Delaware Valley’s most environmentally-friendly shopping destinations.

For a full list of and more information about Haddonfield's shops and boutiques, visit www.shophaddonfieldnj.com.

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About the Partnership for Haddonfield

Partnership for Haddonfield (PfH) is the management corporation for Haddonfield's Business Improvement District. The ordinance creating the district was adopted in 2004 to encourage self-help and self-financing programs within the business community, enhance the commercial viability and attractiveness of the business district and promote growth and employment within the Borough of Haddonfield. The mission of PfH is to provide leadership that produces the best downtown in the region by creating and promoting a superior business mix and enhancing the image of Haddonfield in the marketplace. PfH offers grant programs to attract distinctive retailers in targeted categories and fine-dining restaurants, sponsors business networking events, maintains and promotes the www.ShopHaddonfieldnj.com website, actively markets the downtown, and organizes special events. The PfH's Professionals host networking events throughout the year including monthly breakfasts, an annual Spring Fling Event and Taste of Haddonfield each fall. The Professionals are also responsible for creating and distributing a directory of Haddonfield's professional businesses. Visit www.haddonfieldprofessionals.org for more information. For more information about the Partnership for Haddonfield and the town of Haddonfield, visit www.haddonfieldnj.org or call 856-429-4700 x326.

About Haddonfield, NJ

Haddonfield is a charming, award-winning borough nestled in the heart of southern New Jersey. Haddonfield features the Delaware Valley's premier downtown shopping location and hosts a variety of signature events throughout the year, including: First Fridays, the Haddonfield Fine Art and Crafts Festival, the "Mom's the Word" Mothers' Day celebration, Candlelight Shopping throughout the holidays, the First Night New Year's Eve Celebration and many others. In 2009, Haddonfield was named "Best of Philly – Main Street Shopping" by Philadelphia Magazine; "#1 Top Town in South Jersey" by South Jersey Magazine; and "Best Downtown Shopping Center" by the Courier Post. For more information about Haddonfield, visit www.haddonfieldnj.org or call 856-429-4700 x326.