



## FOR IMMEDIATE RELEASE

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## Partnership for Haddonfield Selects PR Firm

***Suasion Communications Group selected to promote Haddonfield as the Delaware Valley's premier retail and downtown shopping destination***

***Haddonfield, NJ – December 23, 2009*** – The Partnership for Haddonfield has selected Suasion Communications Group, of Egg Harbor Township, NJ, as its public relations agency of record for 2010.

After a competitive bidding process, the Partnership for Haddonfield selected Suasion Communications Group as its agency of choice to manage its 2010 public relations campaign. The firm brings a broad background in tourism industry media relations and marketing and is charged with generating publicity and visitor interest in consumer and trade media.

"Haddonfield offers *the* best downtown business district, and the Partnership for Haddonfield is excited to have an award-winning public relations firm promote our interests to the media and the public," said Robert Kugler, chairperson for the Partnership for Haddonfield.

The Partnership for Haddonfield is the management corporation for Haddonfield's Business Improvement District. The ordinance creating the district was adopted on February 10, 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.

"We are very excited about the opportunity to work closely with the Partnership to promote Haddonfield as the premier downtown destination in the Delaware Valley," said Susan Adelizzi-Schmidt, president/owner of Suasion Communications Group.

Suasion Communications Group is an award-winning agency offering a full-service menu including public relations, brand strategy, marketing, creative design, website design, e-marketing, consulting and professional development. Current clients include hospitality industry businesses, tourism agencies, professional service firms, golf resorts, management companies, health care facilities and academic institutions. Suasion is the winner of a 2009 New Jersey Governor's Award for Tourism Excellence for

Public Relations and a 2009 Bronze HSMAI Adrian Award for Public Relations. For more information about Suasion Communications Group, visit [suasionmarketing.com](http://suasionmarketing.com) or call Susan Adelizzi-Schmidt at 609-653-0400 x103.

For more information about the Partnership for Haddonfield and the town of Haddonfield, visit [www.haddonfieldnj.org](http://www.haddonfieldnj.org) or call Lisa Hurd, Retail Coordinator, at 856-429-4700 x326.

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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](http://www.ShopHaddonfieldnj.com) website, actively markets the downtown, and organizes special events. For more information about the Partnership for Haddonfield and the town of Haddonfield, visit [www.haddonfieldnj.org](http://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 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](http://www.haddonfieldnj.org) or call 856-429-4700 x326.*