



FOR IMMEDIATE RELEASE

Contact:

Susan Adelizzi-Schmidt, ext. 103, or

Joseph Degand, ext. 124

Suasion Communications Group/Smith O'Keefe

609-653-0400

800-222-0461

publicrelations@smithokeefe.com

**Haddonfield Celebrates Valentine's Day with
3rd Annual "Love is in the Air" Promotion**

***Store specials, a window decorating contest and street entertainment highlight Haddonfield's
Valentine's Day celebration***

Haddonfield, NJ – January 25, 2010 – Cupid's arrow strikes Haddonfield during the first two weeks of February during the town's 3rd Annual "Love is in the Air" promotion, featuring fabulous in-store specials and events, a window decorating contest and free street entertainment.

The nine-day Valentine promotion, Saturday, February 6 through Sunday, February 14, throughout downtown Haddonfield, is the perfect opportunity to find that special gift for the one you love. The event will also feature a Valentine's Day Window Decorating Contest and free street entertainment.

As part of "Love is in the Air," many Haddonfield shops will celebrate Valentine's Day by offering unique in-store events and specials. Harrison's of Haddonfield will offer shoppers champagne and chocolates Saturday, February 7 and 13; Apron will offer special Valentine's catered meal specials including "Breakfast in Bed," "A Romantic Dinner for Two" or a "Family Love Fest for 4" for those who would rather celebrate Valentine's at home; and many Haddonfield shops and boutiques, including Maxwell James and Moda Liz, will offer special in-store Valentine's savings. For more information about additional 'Love is in the Air' in-store specials throughout Haddonfield, please visit www.shophaddonfieldnj.com.

The Partnership for Haddonfield will also sponsor a town-wide Valentine's Day Store Window Decorating Contest Monday, February 1 through Sunday, February 14. Shoppers are encouraged to vote for their

favorite Valentine's window decoration by filling out a ballot in a participating store. Voters will automatically be entered into a drawing to win one of two \$50 Haddonfield gift certificates. The drawing will take place Wednesday, February 17.

Haddonfield's "Love is in the Air" will also feature free street entertainment Saturday, February 6 through Sunday, February 7, and Saturday, February 13 through Sunday, February 14.

On Saturday, February 6 and 13, the Special Occasion Quartet will sing and stroll through town, providing classic barbershop harmonies as shoppers walk through downtown Haddonfield, enjoying the sights while shopping for that special, one-of-a-kind gift. The quartet will perform 12:30-3:30 p.m. both days.

On Sunday, February 7 and 14, Frank Staff DJ will play hit music for shoppers from two locations. Shoppers can groove to Frank Staff DJ's blend of hit music at Kings Court and at Haddy Lane from 12:30-3:30 p.m. both days.

Haddonfield's "Love is in the Air" will also feature a 10% discount on all Haddonfield gift certificates purchased from Saturday, February 6 through Sunday, February 14.

"If you're looking for the perfect gift for your sweetheart, head to Haddonfield where 'Love is in the Air,'" said Retail Coordinator for the Partnership of Haddonfield Lisa Hurd. "Our stores have gotten very creative with fun in-store events and Valentine's Day specials, and Haddonfield's restaurants offer the perfect romantic setting for memorable Valentine's celebrations."

For more information about Haddonfield's "Love is in the Air" promotion, visit 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 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 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.