



FOR IMMEDIATE RELEASE

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**Tanner Street Businesses in Haddonfield to “Light Up Tanner”
for the Holiday Season as Part of Post-Construction Celebration**

***Event will feature a “Flick the Switch” holiday lighting ceremony at 5 p.m. on
Wednesday, November 23***

Haddonfield, NJ – November 17, 2011 – As a way of attracting more visitors during the holiday season, business owners along Tanner Street in Downtown Haddonfield have launched a holiday lighting contest for businesses located along the recently re-constructed thoroughfare called the “Light Up Tanner” campaign – which will feature a “Flick the Switch” holiday lighting ceremony at 5 p.m. on Wednesday, November 23.

Businesses taking part in “Light Up Tanner” will have their holiday lights lit from 5 p.m.-midnight, seven days a week from Wednesday, November 23 through Sunday, January 8.

As part of the “Light Up Tanner” campaign, businesses and property owners along Tanner Street are encouraged to adorn their buildings and premises with white holiday lights for a chance to win a cocktail reception for twenty at Melange @ Haddonfield, located at 18 Tanner Street.

The competition will be judged by Chef Joe Brown of Melange; Rocco Marianni, an interior designer at 40 Tanner; and Lisa Hurd, Partnership for Haddonfield retail coordinator – with the winner being announced on Thursday, December 1.

“Our hope is to create something that will attract people to Haddonfield for the holidays while letting South Jersey know that Tanner Street is back open for business,” said Colette Oswald, owner of Tanner Street business Colette Oswald Photography.

“Light Up Tanner” is part of Tanner Street’s Post-Construction Celebration which also includes the “Ticket to Tanner” initiative – a contest where shoppers can pick-up a “Ticket to Tanner” and get it stamped at participating businesses along Tanner Street for the chance to win one of eight prizes, and “Tulips on Tanner” – an initiative that will have the Haddonfield Tulip Company planting 3,500 bulbs at the base of the brick wall at the rear of 56 Haddon Avenue, leading to a colorful display scheduled to bloom in mid-April, coinciding with a ribbon-cutting declaring the Tanner Street road project officially complete.

For more information about “Light Up Tanner” and other Tanner Street initiatives, please call 856-216-7253.

For more information about Downtown Haddonfield, 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

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.