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Contact:

Susan Adelizzi-Schmidt, ext. 103, or

Joseph Degand, ext. 124

Suasion Communications Group

609-653-0400

publicrelations@smithokeefe.com

Downtown Haddonfield Welcomes Several New Businesses During Summer 2011 Despite a Rough Economy

Haddonfield, NJ – August 29, 2011 – Haddonfield, NJ is home to one of the Delaware Valley’s most unique shopping experiences – offering a downtown packed with one-of-a-kind retailers and eateries that has continued to grow throughout summer 2011 with the openings of several new businesses.

Two new retailers joined the Haddonfield retail family during July 2011 – Mazzez and EJM Photography. Mazzez, located at 228 Kings Highway, is a women’s shoe shop offering women’s shoes for any occasion including weddings & honeymoons, while EJM Photography, located at 50 Tanner Street, provides exceptional photography services including personalized portraits, inspirational images, and coverage for special events and weddings.

In addition to Mazzez and EJM Photography, Haddonfield will welcome two more businesses to its downtown during September 2011 – Rhinoceros and Kinetic Skateboarding.

Rhinoceros, which will move in at 107 Kings Highway, is a toy store and the sister shop of Rhinoceros in Jenkintown, PA. In addition to the large selection of games, toys and puzzles on sale, Rhinoceros also offers clubs for kids including Lego Club, Puzzle Club and Game Club.

Once open, Kinetic Skateboarding will offer shoppers men’s and women’s apparel, as well as skateboarding and surfing apparel and equipment from Adidas, DVS, Matix, Nike, Vans, Volcom and other brand names. Kinetic Skateboarding will be located at 33 Kings Highway and is the sister location of the store in Wilmington, DE.

“We’re very pleased to welcome all of these new businesses to our downtown,” said Lisa Hurd, retail coordinator for the Partnership for Haddonfield. “Each of these businesses adds something new and unique to Haddonfield, furthering our reputation as a premier Delaware Valley shopping destination.”

For more information about Downtown Haddonfield, please 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.