



FOR IMMEDIATE RELEASE

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**Celebrate First Friday in Haddonfield
October 7 at 5 p.m.**

Celebration will feature in-store specials, live musical & street entertainment, artists and more

Haddonfield, NJ – September 30, 2011 – Summertime in Haddonfield has come to an end and autumn has finally arrived, and with it comes the latest fall fashions and Downtown Haddonfield's October First Friday Celebration, taking place Friday, October 7 from 5-9 p.m.

October's First Friday event will take place throughout Downtown Haddonfield, offering visitors an exceptional mix of music, strolling street entertainment, on-street artists, extraordinary dining, and in-store specials in many of Haddonfield's unique, independently owned shops and boutiques.

Musical entertainment for October's First Friday includes the No Relation Band performing at Angel Bridal, located at 50 Tanner St #B; the Mark Forchic Trio performing at Sam Yampell Jewelers, located at 104 Kings Highway East; Wendall Barret performing at Hugh's Clock Shop, located at 8 Tanner Street; Jacob Smith performing at Happy Hippo Toys, located at 201 Kings Highway East; and the Plays and Players performing selections from Jesus Christ Super Star at Kings Court.

October's First Friday will also feature a Best-Dressed Halloween Dog Contest. To enter, submit a picture of your dog dressed in their Halloween costume to Doggie and Kitty Style, located at 207 Kings Highway East, on or before Friday, October 7 at 8 p.m. All entrants will receive a goody bag from Doggie and Kitty Style, and the winner of the contest will receive a Haddonfield town-wide gift certificate, a Doggie and Kitty Style in-store gift certificate and a bag of Halloween treats. Judging will be done by Zeynep Yurderi, owner and designer of Z's Treasures of Haddonfield, and the winner will be notified on Monday, October 10. Pictures of all entrants can be seen at Doggie and Kitty Style throughout the week.

Haddonfield's October First Friday is also an ideal time for adults and teens to check out and try on the latest fall fashions found throughout Downtown Haddonfield. With over twenty apparel boutiques offering a full range of fashions, shoes and accessories for men, women and children, Downtown Haddonfield is an award-winning shopping district with knowledgeable retailers offering expert advice on fall fashions. Each of Haddonfield's independently-owned shops offers the latest fashions, in addition to delivering highly personalized customer service by experts who are ready to assist customers in finding the perfect outfit – no matter the season.

For more information about Haddonfield's October First Friday's performers, artists, locations and in-store sales, visit www.ShopHaddonfieldNJ.com and click on the First Friday icon.

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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.

