

FOR IMMEDIATE RELEASE

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**Partnership for Haddonfield Announces
2012 Downtown Haddonfield Strategy Session on
Wednesday, October 12**

Haddonfield, NJ – September 20, 2011 – The Partnership for Haddonfield (PfH), the management corporation for Haddonfield's Business Improvement District, will host a 2012 Strategy Session - open to all Haddonfield businesses and stakeholders on Wednesday, October 12 from 5:30-7:30 p.m. at Borough Hall in Haddonfield, located at 242 Kings Highway East.

During the Strategy Session, Partnership board members will provide an overview and update of current initiatives. Haddonfield business owners are encouraged to attend and share their ideas and suggestions at this important meeting. For those who cannot attend, suggestions and questions may be submitted in advance by emailing Rosalie Shapiro, Partnership for Haddonfield Administrator, at rosalie.shapiro@gmail.com, by Tuesday, October 11.

In addition to this strategy session, the Partnership holds ongoing meetings on the first Wednesday of every month at Haddonfield Borough Hall to which Haddonfield business owners are also welcome and encouraged to attend. During these official meetings, Partnership members discuss financing, events, marketing and other initiatives, ideas and concerns involving the Haddonfield business community. The Partnership's monthly meetings are also open to the public – offering a chance to voice concerns, ideas and opinions at the end of each meeting.

The Partnership for Haddonfield is a volunteer organization comprised of Haddonfield business owners, employees and residents, along with two part-time staff members. The board is headed by Susan Hodges, Esq., of Haddonfield law firm Archer & Greiner P.C., and 12 additional volunteer members who participate in five committees including a Professionals Committee, Retail Recruitment & Retention Committee, Administration Committee, Marketing Committee, Business Support Committee and Visual Enhancements Committee.

The Partnership was created to help enhance the commercial viability and attractiveness of the Haddonfield business district, while promoting growth and employment within the Borough. The Partnership also strives to promote self-help and self-financing programs within the Haddonfield business community. The Partnership is further responsible for offering grant programs to attract distinctive retailers to Haddonfield, sponsoring business networking events, maintaining and promoting the www.ShopHaddonfieldnj.com website, actively marketing the downtown, and organizing special events – like the Wedding Walk, Girls Night Out and Holiday Candlelight Shopping as well as many other events and promotions.

For more information about the Partnership for Haddonfield and the town of Haddonfield, visit www.haddonfieldnj.org.

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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.