



**Downtown Haddonfield (above) is home to over 200 distinctive businesses and shops, offering something for everyone during 2<sup>nd</sup> Annual Small Business Saturday® on November 26**

**FOR IMMEDIATE RELEASE**

Contact:

Susan Adelizzi-Schmidt, ext. 103, or

Joseph Degand, ext. 124

Suasion Communications Group

609-653-0400

[publicrelations@smithokeefe.com](mailto:publicrelations@smithokeefe.com)

**“Shop Small” in Haddonfield on Small Business Saturday® November 26**

***Haddonfield invites everyone to shop their favorite Haddonfield Boutiques for unique gift ideas – and help fuel the economy during the 2nd annual Small Business Saturday®***

***Haddonfield, NJ – November 16, 2011*** – The 2<sup>nd</sup> Annual Small Business Saturday® is a day dedicated to supporting small businesses on one of the busiest shopping weekends of the year. On Saturday, November 26, Haddonfield, NJ invites everyone to Shop Small<sup>sm</sup> at their favorite Haddonfield shop or restaurant – and help fuel the local economy.

Haddonfield’s downtown is home to over 200 distinctive businesses and shops, offering something for everyone. From sophisticated apparel boutiques, art galleries and shoe stores to jewelers, hair stylists and bridal shops – Haddonfield has it all. Shopping downtown is a great way to spend a day, but the real Haddonfield experience takes place once you set foot inside one of its charming shops. Settled into well-preserved Colonial buildings, Haddonfield’s shops offer beautifully displayed merchandise with a one-of-a-kind level of customer service.

Haddonfield also offers an assortment of dining options – including fine restaurants, quaint coffee shops, and sweet ice cream shops. Haddonfield has it all including fine chef-owned BYOBs offering a range of cuisines like Italian, Asian, Mediterranean, Indian and more; fun & casual dining options like hoagies, pizza, organic juice drinks, crepes, ice cream and more; and an array of gourmet and food-oriented retailers – with shops selling everything from gourmet cupcakes and specialty olive oils to food items from France and the British Isles. The chefs of Haddonfield offer guests an authentic experience with unique menu items offering savory dining options sure to meet the appetite of any hungry shopper.

Small Business Saturday® also coincides with Haddonfield's Candlelight Shopping, featuring unique gift ideas and exciting in-store holiday events, as well horse-drawn carriage rides, live holiday entertainment throughout town, and visits from Santa Claus. Not only will Haddonfield's beautiful downtown be decorated throughout the month of December with sparkling white lights and glowing trees, but the streets of Haddonfield will also be lined with luminaries on Friday nights during Candlelight Shopping – providing holiday warmth to shoppers.

“When we all shop small, it really does have a huge impact,” said Lisa Hurd, Retail Coordinator for the Partnership for Haddonfield. “Not only will you find the ‘perfect gift’ at one of our downtown’s 200 distinctive shops, restaurants or boutiques, but you’ll also help fuel the local economy while enjoying a one-of-a-kind shopping experience.”

Downtown Haddonfield is also offering town-wide gift certificates at a discounted rate of 10% off starting Friday, November 25 through Saturday, December 24. Gift certificates can be purchased at the Haddonfield Information Center, located at 2 Kings Court, or online anytime at [www.ShopHaddonfieldNJ.com](http://www.ShopHaddonfieldNJ.com), and can be used at stores and restaurants throughout Haddonfield.

In addition, parking is free throughout Haddonfield during the holiday season from Friday, November 25 through Saturday, December 31.

For more information about Small Business Saturday, visit <http://smallbusinessaturday.com/>.

For more information about shopping in Haddonfield, please call the Haddonfield Information Center at 856-216-7253 or visit [www.ShopHaddonfieldNJ.com](http://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](http://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](http://www.haddonfieldprofessionals.org) for more information. For more information about the Partnership for Haddonfield and the town of Haddonfield, visit [www.haddonfieldnj.org](http://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](http://www.haddonfieldnj.org) or call 856-429-4700 x326.*

