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Partnership for Haddonfield Reappoints PR Firm

Suasion Communications Group selected to promote Haddonfield as Delaware Valley's premier retail and downtown shopping destination for second year in a row

Haddonfield, NJ – December 9, 2010 – The Partnership for Haddonfield has reappointed Suasion Communications Group, of Egg Harbor Township, NJ, as its public relations agency of record for 2011.

A first year full of results in 2010, including media placements in print, TV and online outlets throughout the Delaware Valley Region, as well as hosting two highly successful familiarization tours of Haddonfield for tourism professionals in New Jersey and Philadelphia, prompted the Partnership for Haddonfield to retain Suasion Communications Group in 2011 to build on this successful momentum.

"Haddonfield is delighted with the results Suasion produced for our downtown in 2010," said Susan Hodges, Esq., chairperson for the Partnership for Haddonfield. "We're looking forward to seeing a continuation of great results on behalf of the Partnership, and we're very happy to continue our partnership with Suasion throughout 2011."

The Partnership for Haddonfield is the management corporation for Haddonfield's Business Improvement District. The ordinance creating the district was adopted on February 10, 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.

"We're excited about the opportunity to build on the foundation we started in 2010 in promoting downtown Haddonfield given to us by the Partnership," said Susan Adelizzi-Schmidt, president/owner of Suasion Communications Group. "With a year's experience under our belt we plan to continue promoting Haddonfield as the premier downtown destination in the Delaware Valley."

Suasion Communications Group is an award-winning full-service agency including public relations, brand strategy, marketing, creative design, website design, e-marketing, social media, consulting and professional development. Current clients include hospitality industry businesses, tourism agencies, professional service firms, golf resorts, management companies, health care facilities and academic

institutions. Suasion is the winner of a 2009 New Jersey Governor's Award for Tourism Excellence for Public Relations and a 2009 Bronze HSMAI Adrian Award for Public Relations. For more information about Suasion Communications Group, visit suasionmarketing.com or call Susan Adelizzi-Schmidt at 609-653-0400 x103.

For more information about the Partnership for Haddonfield and the town of Haddonfield, visit www.haddonfieldnj.org or call Lisa Hurd, Retail Coordinator, at 856-429-4700 x326.

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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.