



**FOR IMMEDIATE RELEASE**

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**Partnership for Haddonfield Selects PR Firm for 2012**

***Suasion Communications Group will continue promoting Haddonfield as the Delaware Valley's premier retail and downtown shopping destination***

**Haddonfield, NJ – February 3, 2012** – The Partnership for Haddonfield (PfH) has selected Suasion Communications Group of Egg Harbor Township, NJ, as its public relations agency of record for the third consecutive year.

After a competitive bidding process, the Partnership for Haddonfield Board of Trustees unanimously selected Suasion Communications Group to oversee and execute its 2012 public relations campaign. The award-winning firm brings broad expertise in destination marketing to the engagement and is charged with generating publicity and visitor interest in the downtown.

“During the past two years, Suasion’s public relations campaign has garnered robust results and steady media coverage for Haddonfield, and we anticipate more great results in 2012,” said Susan Hodges, Esq., chairperson for the PfH. “After a thorough review and careful evaluation, the PfH Board of Trustees selected Suasion Communications Group as the most advantageous firm in terms of price and scope of services offered.”

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.

“The Suasion team will continue to promote Haddonfield as a premier destination in the Delaware Valley and capitalize on the campaign’s strong momentum,” said Susan Adelizzi-Schmidt, president/owner of Suasion Communications Group.

Suasion Communications Group is an award-winning agency specializing in destination marketing, public relations, brand strategy, creative design, digital marketing (website design, e-marketing, social media)

and crisis management services. Suasion is the winner of 2011, 2010 & 2009 NJ Governor's Tourism Excellence Awards; a 2011 HSMAI Silver Adrian Award; and a 2009 HSMAI Bronze Adrian Award.

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.

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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.*