



Photo Credit: Suasion Communications Group

Downtown Haddonfield hosted 'Pet-a-Palooza' April 10

FOR IMMEDIATE RELEASE

Contact:

Susan Adelizzi-Schmidt, ext. 103, or

Lindsay Barnes, ext. 124

Suasion Communications Group

609-653-0400

publicrelations@suasionmarketing.com

Dogs Have Their Day at Downtown Haddonfield's 2nd annual 'Pet-a-Palooza' Charity Event April 10

Haddonfield, NJ – April 11, 2016 – Hundreds of our four legged friends and their owners visited Downtown Haddonfield for the second annual 'Pet-a-Palooza' charity event on April 10.

The event featured a Pet Fashion Walk, Pet Talent Contest, pet vendors and an opportunity to adopt a pet from the Camden County Animal Shelter (CCAS) as well as other shelters throughout the day. The Partnership for Haddonfield (PfH) collected over \$800 in participating vendors' fees and donations to donate to the CCAS.

A Chihuahua mix was happily adopted at the Camden County Animal Shelter following the event. Three cats from the CCAS also have pending adoptions.

"It was such a great turnout," said Melissa Meccariello of the CCAS. "Our goal, along with many other shelters and rescues, was to celebrate our furry friends and to find animals a place to call home," she added.

Pets were dressed to the nines for the Pet Fashion Walk, with fuzzy sweaters, bows and ribbons and dresses too. Sandy, a sassy Yorkshire Terrier won the Fashion Show competition, sporting flashy sunglasses and an island-fun Hawaiian T-shirt.

Weeks leading up to the event, proud pet owners were able to submit a unique photo of their pet for a chance to win a \$25 townwide gift certificate. Photos were displayed on the Downtown Haddonfield website in an online gallery that was available to the public. The winner of the Photo Contest was Atlas, a black and white Pitbull mix.

“Pet-a-Palooza brought out the pet lover in everyone,” said Remi Fortunato, Retail Recruiter for the Partnership for Haddonfield. “It was a great opportunity for visitors to bring their pets with them as they visit our Downtown shops for special treats and treatment all day,” she added.

The Pet Talent Show featured some of the best tricks from an array of small and large dogs. The winners of the talent contest were Muppet, a Cavapoo therapy dog who showcased an exciting hoop jumping performance, and Cora, a Labrador who performed incredible spin turns.

Owners and their four-legged friends were able to receive Pet Portraits during the event, courtesy of Colette Oswald Photography. A face painter was on hand to paint children’s faces to look like puppies, while other vendors offered handcrafted pet products for all furry friends to enjoy. DJ music was played throughout the day.

Founded by the Camden County Board of Chosen Freeholders in 1997, the Camden County Animal Shelter (CCAS) has been fighting to reduce the overwhelming stray/unwanted animal population in its county. CCAS is an open admissions shelter and takes in over 6,000 companion animals from 17 municipalities in Camden County every year. CCAS provides Camden County with low-cost spay and neutering options. By providing the service at such a low cost, CCAS hopes to reduce the number of stray/unwanted animals in the county.

For more information about Downtown Haddonfield and Pet-a-Palooza, please visit DowntownHaddonfield.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.downtownhaddonfield.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. More information about the PfH Professionals or the PFH can be found at www.downtownhaddonfield.com or call 856-216-7253.

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: Sidewalk Sales, the Annual Crafts & Fine Art Festival, Girls Night Out, Fall Festival, Small Business Saturday Weekend and Candlelight Shopping throughout the holidays, and many others. The New Jersey Chapter of the American Planning Association selected Haddonfield as one of the 'Great Places in New Jersey for 2014'. Additionally, Haddonfield was named among Nerdwallet.com's 2014 Top 'Cities on the Rise' in New Jersey; and in 2012, Haddonfield was named "Best of South Jersey – Kings Highway" for shopping by USA Today Magazine – Philadelphia Edition. For more information about Haddonfield, visit www.haddonfieldnj.org or call 856-216-7253.