



GOODWILL DONATES A PIECE OF THE HADDONFIELD SHELLFISH COMPANY HISTORY TO LOCAL RESIDENT

Maple Shade, NJ -- (January 16, 2013) – Every day, Haddonfield resident Michele Bertett walks her kids to school down Grove Street. One day, she noticed the Haddonfield Shellfish Company building had been sold and the new owner, Goodwill Industries of Southern NJ & Philadelphia, had begun construction. Having lived in Haddonfield for 40 years, she and her family had many fond memories of the old fish market. Her father, Haddonfield resident Lou Frontino, had mentioned how neat it would be to have a sign from the fish market. So, Bertett wrote a letter to Goodwill asking if by chance they could have the signs. She taped it to the front door--hoping it would reach the right person. The letter made its way to Goodwill Chief Operating Officer Michael Shaw at the nonprofit's Maple Shade headquarters. He immediately asked construction workers to put aside the Haddonfield Shellfish Company signs for Bertett and her father. Coincidentally, another local resident approached Shaw just a couple of weeks *after* Bertett asking for the signs.

In the end, the nostalgic Haddonfield Shellfish Company signs will go down in history albeit a little bit south of here. A fisherman at heart, Frontino, eventually plans to move to Delaware, where he will post the signs on his backyard fishing shack on the water.

“Goodwill was happy to accommodate Ms. Bertett’s request,” said Goodwill Chief Operating Officer Michael Shaw. “In our business, we rely on donations from area residents to stay afloat so we were pleased to be able to reciprocate in this situation and give the Bertett/Frontino families a bit of Haddonfield history. The signage will certainly be a conversation piece once it makes its way down to Delaware,” he added.

PHOTO CAPTION: Haddonfield residents Michele Bertett and her father Lou Frontino pose inside Goodwill’s Donation Center with the nostalgic Haddonfield Fish Company signage.

Goodwill’s Donation Center, located at 170 Grove Street in Haddonfield, opened in October 2012. The Center encourages donations of gently-used items including clothing, accessories, linens, toys, books, household items, furniture and much more. It is staffed by a courteous donation services attendant and equipped with a state-of-the-art kiosk system for generating receipts for tax purpose. The mass collection and resale of donated items in Goodwill’s 21 local retail stores fund job

training programs and career services that help individuals with disabilities and disadvantages get to work.

Goodwill's Haddonfield Donation Center is open Monday – Saturday 8 a.m. – 7 p.m. and Sunday 10 a.m. – 6 p.m.

About Goodwill Industries of Southern NJ & Philadelphia

Founded in 1948, Goodwill Industries® of Southern New Jersey is a community-based, nonprofit organization. Its mission is to put people with special needs to work. Goodwill offers a variety of career services and employment training programs that help prepare local residents with disabilities and disadvantages for success in the competitive workforce. In 2011, Goodwill provided over 492,791 hours of employment and training for individuals with special needs. Through the mass collection and resale of gently-used donated items, Goodwill's 21 retail stores generate the revenue necessary to fund these worthwhile programs while contributing to America's recycling efforts. Last year, Goodwill recycled more than 50 million pounds of textiles and helped divert 5.4 million pounds of e-waste from area landfills. For more information on Goodwill, please call 856/439-0200 or visit www.goodwillnj.org.