



## ***For Immediate Release***

### **Norman's Hallmark Now Open at Promenade Saucon Valley**

#### ***Full-Format Store Offers Card and Gift Items for All Occasions***

**CENTER VALLEY, PA. (March 25, 2026)** – [Norman's Hallmark](#) recently opened a new store location at Promenade Saucon Valley in Center Valley, an open-air lifestyle center located at 2845 Center Valley Parkway. The 5,290-square-foot store marks the continued expansion of the card and specialty gift retailer's growing Lehigh Valley presence.

The new retail shop features a modern and easy-to-shop store design along with a wide selection of gift items and cards for every occasion. "Norman's Hallmark has long viewed Promenade Saucon Valley as an ideal fit," said Howard Henschel, president and CEO of Norman's Hallmark. "The Main Street-style center offers an outstanding location, complemented by a strong mix of well-known restaurants and retailers. We're thrilled to join this retail destination – just in time for spring's many celebrations and occasions."

Norman's is looking for individuals to join its growing team at Promenade Saucon Valley. For more information on current job opportunities, visit the careers page at [www.normanshallmark.com](http://www.normanshallmark.com).

Employee-owned Norman's Hallmark currently operates 100 store locations. With roots dating back over 85 years, Norman's Hallmark has grown from a single retail store in Trenton, N.J., to a leading force in the social expression industry. The Newtown, Pa.-based company continues to grow its brick-and-mortar footprint throughout Pennsylvania and New Jersey, and in recent years expanded into Delaware and Maryland; it also maintains a strong ecommerce presence. Norman's offers a complete line of Hallmark products, cards for every occasion and Keepsake Ornaments, along with a diverse merchandise selection for gift giving and the home that includes fashion apparel and accessories, books, stationery, games, home décor, specialty candy and gourmet foods. The company maintains thriving supplier partnerships with household-name brands like Warmies, Vera Bradley, Nora Fleming, Life is Good, Scout Bags, Willow Tree, Tervis, Asher's Chocolates and Stonewall Kitchen, among many other national and regional brands.

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[About Norman's Hallmark](#)

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Access Norman's Hallmark media assets [here](#).

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