

The Wedding Party, LLC

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LOCAL ENTREPRENEURS LAUNCH THE WEDDING PARTY – AN ALTERNATIVE EVENT TARGETING FASHION FORWARD BRIDES

Naomi Peters – owner of Blush Couture, wedding gown guru and partner of The Wedding Party –recently voted BEST OF by The Knot and City Search.

Dallas, TX, April 29, 2008 – The Wedding Party will launch its inaugural event Sunday, September, 28, 2008 at the hip new NYLO Hotel in Plano. The intimate event - which will begin at 1pm and end at 6pm – will feature bridal items targeting the fashion forward bride. The aesthetics of the urban-lifestyle hotel will remain in tact as brides mingle with elite professionals and the hottest wedding talent in the industry. Future brides will enjoy a fashion show featuring couture gowns, honeymoon swimwear and lingerie while nibbling on haute cuisine & signature cocktails. Each bride-to-be will also have the chance to enter the Bling-A-Ding-Ding Raffle and will walk away with Hollywood Swag-Bags filled with exclusive gifts and goodies.

The Wedding Party – is an intimate event showcasing the hottest trends and emerging talent within the wedding industry. The Wedding Party (T W P) creates a synergetic environment that fosters relationships between fashion forward brides and wedding industry talent. Each T W P Fall and Spring event will showcase a new venue - each event is pre-edited, art-directed and merchandised to create a sense of camaraderie and discovery. T W P events are structured to be an upbeat experience with a “party” feel, without losing the vision and mission of each event - to support each bride-to-be in her efforts to create a dream wedding that will showcase her individuality and creativity.

Naomi Peters – owner of Blush Couture and partner of The Wedding Party has a knack for helping brides find the perfect wedding gown. It was her panache that led her to launch The Wedding Party with fellow partners Robin Yeager, Lisa Aceves & Holly Hitchcock. “My brides often ask me to refer them to top-notch bakeries, florists, photographers etc. and I often wished there was a ‘must not miss’ event I could refer them to but there just wasn’t. I wanted to send them to an event where they would be exposed to the crème de la crème of the industry as well as cutting-edge artists and designers. I was thrilled when this event concept was presented to me because I knew it was the perfect fit for Blush Couture and exactly what this industry was lacking. Now I have the perfect event to send my brides to!”

For more information, please contact Robin Yeager at 214.315.0387 or info@twpevent.com or please visit our website at www.theweddingpartyevent.com

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