

For Immediate Release

Local company offers new idea in wedding planning

Wedding Elements Planning Series brings brides together on the road from "I will" to "I do"

Thursday July 10, 2008 - Waterloo, ON - Ultimate Affairs Weddings and Events, KW's most sought after wedding planners, have introduced a new concept in the local bridal industry, one that brings together blushing brides and bride-zillas alike to plan their dream day, with expert help along the way.

Local entrepreneurs Teresa R. Medeiros and Nelia Da Silva, owners and operators of Ultimate Affairs, have introduced the Wedding Elements Planning Series in answer to the growing demand for planning services and the large number of do-it-yourself brides who need just a little help getting up the aisle.

"The demand for wedding planning services in the KW area is growing tremendously, we're already almost completely booked for the 2009 wedding season," says Medeiros. "But everyday we talk to brides who want to plan their wedding themselves, but need a little guidance along the way. That's where Wedding Elements comes in, helping the DIY Brides in a way that is still customized and personal, but at a fraction of the cost of full wedding planning services."

The planning series brings together groups of brides with similar wedding dates, and gives them regular access to the Ultimate Affairs Wedding team, through eight classes over the course of the year leading up to their wedding. Class topics, such as choosing a reception venue, décor, booking a photographer, and etiquette, are all timed to exactly when the brides would be planning that part of her wedding. While still planning the wedding themselves, brides get step-by-step guidance through the entire process of planning their dream day.

Classes are kept small, no more than 12 girls in each session, so each bride has the individual attention of the Ultimate Affairs team, allowing them to ask questions, share stories and get advice on their individual wedding in a fun and friendly environment. According to Nelia Da Silva, the program is equal parts seminar, support and sensational!

"We are creating an environment for Brides to get all the advantages of having an expert wedding planner and also have a place where she can share her experiences, vent her frustrations, and just generally indulge in absolute bridal bliss for two hours," says Da Silva.

"But it's also about saving our brides time and money. With lots of samples available at each class and a series of expert guest speakers, the Wedding Elements brides will get a great taste for what's available in the KW area, right at the moment they are looking for those services. And if they don't find what they're looking for from the samples in class, they can at least go out in search of their wedding services armed with the information and questions they need ask to make sure they get great services at a fair price."

For those who still need a little help getting to the church on time, the dynamic duo of weddings are offering all Wedding Elements brides an additional \$100 discount off their wedding day coordination services, in addition to the various discounts and special offers available from local vendors exclusively for Wedding Elements brides!

"In essence, it's about making sure KW brides can get help planning their wedding no matter what their budget or wedding style," adds Medeiros.

"Every girl should have the luxury of having a wedding planner on her side, and now, every girl can."

Interested brides should visit weddingelements.somethingon.com for more information.

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