



Press Release | For immediate release

Tiaras mandatory at The Brides' Ball

TheWeddingRing.ca unites community in support of Breast Cancer Research

Regardless of your age or marital status, Ontario-based wedding media company TheWeddingRing.ca is giving women of all ages and marital status a fabulous reason to 'donne a tiara' and feel like a princess for an evening. Their charity fundraising event, The Brides' Ball, is the first of its kind, and will be held at Bingemans in Kitchener on February 23rd as well as at Best Western Lamplighter Inn in London on February 29th 2008. The Brides' Ball is designed to unite local couples, businesses, retailers and media in support of the Canadian Breast Cancer Foundation™ of Ontario.

With tag lines like '*Wear your gown again*' and '*Tiara's mandatory*' the dress code of the event is 'Bridal or Formal' meaning bridal gowns, bridesmaid gowns, ball gowns, cocktail dresses, suits and tuxedos are all welcome attire at The Brides' Ball. "Every woman wants to wear her wedding gown again. And every man wants to play Prince Charming once in a while," says Anne Warren, Sales Director for TheWeddingRing.ca and Producer of The Ball. Warren, who is planning to wear a bridal gown, says, "After all, we spend a small fortune on a dress that we only get to wear once and we're very emotionally attached to it..." TheWeddingRing.ca had been looking for an excuse to let brides wear their gowns again when they developed The Brides' Ball. "It was the perfect opportunity for a community of women - and their soul mates - to get all dressed up and experience a night they'll always remember, in support of a great cause."

"It's really going to be a great event," says Lori Eldridge of TEP Events, Co-producer of the London Ball. "There's something for everyone... Good food, great entertainment and even a Tuxedo Lounge for the gentlemen."

Since announcing the event in January, media staff at TheWeddingRing.ca says response from the community has been overwhelming. "Everyone in the wedding industry, the corporate community and the general public seem to love everything about The Ball. Tickets are selling quickly and we expect this to be a sold-out event," says Warren, noting that many women are booking tables for themselves and

their best friends whereas others are filled with nearly-married, newly-married “and old-married-couples like myself and my husband.”

Money will be raised through ticket sales, online silent auctions at www.TheBridesBall.com, sponsorships, and events taking place throughout the evening such as on-site photography. Company president, Jennifer Goulden, says they are encouraging every local business, retailer, wedding vendor and member of the community to take part in the event. Goulden says there are endless opportunities to give back, either by attending or by sponsoring The Brides’ Ball. “You can sponsor a table, become a title sponsor, or even sponsor a portion of the evening such as the cocktail hour or the first dance...” TheWeddingRing.ca says The Brides’ Ball is the first of what is to hopefully be an annual fundraising event focused on feeling like a princess or a diva for a day, all for a fabulous cause.

About TheWeddingRing.ca

Wedding Ring Inc. (also known as TheWeddingRing.ca or ‘The Ring’) is an Ontario-based media company that has been in business for four years. The Ring interviews and reviews wedding vendors and trends from London to Toronto, offering their information free of charge to brides – online at TheWeddingRing.ca and in print in Bridal News Magazine. The Ring has a large membership of brides, with several million page views a year to their web site. Their corporate office can be reached at 519-568-8007 or 1-877-203-3338.

Event details:

DATES & TIMES:

Kitchener Ball | Saturday,
February 23rd, 2008 at
Bingemans

London Ball | Friday,
February 29th at Best
Western Lamplighter Inn

TICKET PRICES:

\$85 per person | \$150 per
couple | \$600 per table of 8

SPONSORSHIPS:

Starting at \$600

PURCHASING:

Online (cheque or credit card):
www.TheBridesBall.com

In person (London and area):
Collins Formal Wear, Bud Gowan
Formal Wear, Sew Stylish Wedding
Works

In person (Kitchener and area):
Collins Formal Wear, Boulevard
Photography and Fine Things, Taylor's
Bridal Boutique, Tuxedo Royale

Contact details:

General Inquiries: bridesball@theweddingring.ca | 1-877-203-3338

Media sponsorships, bag sponsors, partnership ideas, public relations for both events
Anne Warren, Sales Director and Producer | anne@theweddingring.ca | 519-851-9889

Sponsorships for the London & K-W Ball - Tables, wine, appetizers, dances, services, door prizes & more
Lori Eldridge of TEP Events, Co-Producer | weddings@tepevents.com | 519-630-7258

Sponsorship for the K-W Ball - Tables, wine, appetizers, dances, services, door prizes & more
Nelia Da Silva & Teresa R. Medeiros of Ultimate Affairs, Co-Producer | info@ultimateaffairs.ca | 519-589-7460

Media inquiries, releases, press for both events
Jennifer Goulden, Editor | info@theweddingring.ca | 519-591-7442

Online ticket sales, event graphics, logos and/or signage for both events
Ryann Pauzé, Media Manager | ryann@theweddingring.ca | 519-568-8007

Wedding Ring Inc. | 204-15 Scott Street, Kitchener ON
Corporate (K-W): 519-568-8007 | Toll Free: 1-877-203-3338 | GTA: 1-416-203-3337
info@theweddingring.ca | www.theweddingring.ca

Co-produced by



Ultimate Affairs