

SWEET BEGINNINGS

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For Immediate Release

March 2006

Calgary's Sweet Beginnings Eliminates Brides' Worries

(Calgary, Alberta)---When clients work with Sheila Dieterich, owner of Calgary's Sweet Beginnings Wedding Consulting & Event Planners, they're getting much more than a wedding consultant or event planner. They're getting a tailor, a mediator, an accountant and endless other personnel roles Sweet Beginnings will fill in handling the responsibilities of a wedding or corporate event.

Sweet Beginnings sweats the details and handles the stress for its clients. A full-service wedding consulting and event-planning franchise, Sweet Beginnings also offers full décor and chair-cover rental services for events ranging from small gatherings to extravagant galas. Each package is individually tailored to each client's budget, style and needs.

In addition to weddings and corporate events, Sweet Beginnings provides event planning for Christmas parties, grand openings, reunions, fashion shows, school events, birthday and anniversary parties, Bar/Bat Mitzvahs and other events.

Couples, especially, choose a Sweet Beginnings wedding consultant to save both time and money, while allowing them to enjoy their wedding day. Services can range from a one-time consultation to planning of the entire wedding. An affordable, customized package of services is assembled from Sweet Beginnings' price list.

Sweet Beginnings also does decorating and has a full inventory of rental items including chair covers, overlays, linens, columns, trees, candelabras, arches, backdrops, centerpieces and more. Sweet Beginnings can do the work or clients can rent the items and handle set-up themselves.

"We provide more than just consulting," Dieterich said. "We're basically three services combined within one company. It's convenient for our clients because they are not dealing with three different vendors."

It's indispensable for Sweet Beginnings' clients to have someone working on their behalf to handle every detail from creating a budget to selecting vendors and managing the contracting process.

With the average budget for a wedding today estimated to be about \$20,000, it's too high a price tag for a bride and groom to have to be concerned with keeping tabs on every detail. The average age for a first-time bride and groom is 26 and 28, respectively. Many are dual-income couples who oftentimes have neither the time nor inclination to plan every aspect of their wedding, especially when it can interfere with their enjoyment of the wedding day itself.

"People see the difference when one has a wedding planner onsite and when one doesn't," Dieterich said. "It's really about educating people. We work closely with Catering Managers and other industry professionals and then pull all the details of your wedding together. We're even there to tell the bride to touch up her lipstick before a picture is going to be taken if need be. We ensure everything runs smoothly and your day is a success."

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