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Sweet Beginnings™ opens third location in Alberta.

Sweet Beginnings™ is a Vancouver, British Columbia-based Wedding Consulting and Event Planning firm, dedicated to delivering the highest quality of service. They provide professional and knowledgeable consultants to design packages for each client, working with their budget, individual styles and needs.

Sweet Beginnings™ is proud to announce their new Edmonton location. It is the third franchise in Alberta, and will serve Northern Edmonton and surrounding areas.

With more than 15 years experience working as an analyst for the city of Edmonton, owner Diana Korolak is truly an expert on the city and considers herself the perfect person to bring the premium services of Sweet Beginnings to Edmonton.

"I've always been very good at coordinating events, tailor making events," says Korolak. "I'm excited to get involved with the interaction of working with couples and seeing what's new and exciting for brides."

The franchise isn't even open, and there are already weddings planned for the fall season. Company president and CEO Elana Lancit says it's a phenomenon that goes along with the recent trend for expansion in Alberta.

"There are more than 8,000 weddings a year in Alberta," says Lancit. "The province is booming and so are we. There are many new businesses coming in and existing companies expanding, so there's never been a better time to get in on the ground floor for opening a franchise."

Korolyk will focus primarily on weddings, but plans on capitalizing on Alberta's big business presence to branch into the lucrative field of corporate events.

"A lot of corporations want their employees to get together on an evening - or try team building exercises," she said. "So there's a lot of opportunities and interest in expanding corporate planning in Alberta right now."

"We are confident she has what it takes to deliver our specialized services to Edmonton brides," says Lancit.

Sweet Beginnings™ is North America's leader for Wedding Consulting and Event Planning. They have coordinated thousands of events, ranging from small intimate gatherings to large black-tie galas. Sweet Beginnings™ combines competitive pricing with personalized consultation services, and also offer unique decorating and rental services. Sweet Beginnings operates twenty franchised locations in Canada and the United States.

www.asweetbeginning.com

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