

FOR IMMEDIATE RELEASE
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Sweet Beginnings™ is coming to Kelowna!

Sweet Beginnings™ is a 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.

Its new Kelowna, B.C., location is slated to open in early 2009, and will service the area between Salmon Arm to Penticton.

“The Okanagan market is growing, and so are we,” says company founder and President Elana Lancit. “The picture perfect setting of Kelowna is perfect for our rapidly expanding franchise.”

New owner Melissa Chanasyk hopes to focus her franchise on the increasing popularity of destination weddings to the area. The Kamloops native says the decision to base her business in Kelowna was quite literally a natural choice.

“The sun, the setting, the beach -- there's a great need for excellent planners up here,” says Chanasyk.

Chanasyk joins Sweet Beginnings from six years of event coordinating for the prestigious Northview Golf and Country Club.

“Planning every aspect of my 150 events a year – everything from receptions to menu planning to rehearsals – it’s a package deal,” she says.

Chanasyk says the highlight of her career was working on the planning team for the PGA Air Canada Championship in 2001.

“I choose Sweet Beginnings because of the service they provide to its franchise owners,” continues Melissa. “I am doing what I want to do, but not having to do it all by myself. They really provide new owners with an unparalleled level of support.”

Sweet Beginnings™ is North America’s leader for Wedding Consulting and Event Planning. The company combines competitive pricing with personalized consultation services, and also offer unique decorating and rental services.

(<http://www.asweetbeginning.com>)

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