



Sweet Beginnings™
WEDDING CONSULTING & EVENT PLANNERS
www.asweetbeginning.com

FOR IMMEDIATE RELEASE
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Sweet Beginnings is now serving Pitt Meadows and Maple Ridge!

Sweet Beginnings is a Vancouver-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 Pitt Meadows is opening on December 1, 2006. It's the first franchise in the area, and will serve Pitt Meadows and Maple Ridge, as well as Mission, Harrison, Chilliwack and surrounding areas.

New franchise owner Alyssa Berard says buzz is already generating in their community. "We haven't even opened yet and people are already talking about it," she says. "People are contacting us and we're ready to go!"

The Pitt Meadows location will be owned and operated by Alyssa Berard and Kari Foreman. The two women were working for Sweet Beginnings in Vancouver when they decided to open a franchise of their own. Alyssa joins the Sweet Beginnings team with a marketing degree from BCIT, specializing in event coordination and planning.

Kari, a self-starter, spent more than a year researching wedding planning firms before deciding to volunteer for Sweet Beginnings. And it paid off – she quickly became an employee, and is now a franchise owner. "I've always had an interest in events," she says. "But now that I've done it, I love it. I love everything about weddings."

Kari and Alyssa have more than two years of experience decorating and consulting for wedding, working side-by-side with founder and president, Elana Lancit. She's ecstatic that the pair decided to join Sweet Beginnings permanently. "They were my protégés," she says. "And now they are part of my family. I'm excited that we will be able to give Pitt Meadows and Maple Ridge our top-quality service and products, and I can't think of two better women to do the job!"

"I already know we do great work," says Kari. "Now I'm ready to show the people of Pitt Meadows." The women are already talking about planning innovative events, like high school formals, and Christmas parties in the area. "We're open

to anything if it's a good idea," says Alyssa. "I'm most excited about adding my own touches to the decorating and décor aspects."

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 for all your event needs. They also offer unique decorating and rental services. Sweet Beginnings operates eleven franchised locations in British Columbia, serving the entire Lower Mainland (<http://www.asweetbeginning.com>)

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