

CHICAGO BRIDE

FOR: *Chicago Bride Magazine*
www.chicagobridemagazine.com

FROM: Falk Associates
847.675.2580
contact@falkpr.com

FOR IMMEDIATE RELEASE

***CHICAGO BRIDE* MAGAZINE CELEBRATES 10TH YEAR OF PRESENTING THE NAVY PIER BRIDAL FASHION SHOW & EXPO**

Featuring Fashion Show, Exhibitor Booths and Raffle

Chicago, IL – In celebration of its 10th anniversary, *Chicago Bride Magazine* will once again be presenting its renowned **Bridal Fashion Show & Expo** on **Sunday, October 17, 2010 at Navy Pier**. In marking its second decade, the 2010 event will take place within the fantastic backdrop of **Navy Pier's Crystal Gardens from 11 a.m. to 4 p.m.**

"This is an opportunity for every bride to plan her entire wedding in one day, all under one roof," says Cathy Demetropoulos, editor of *Chicago Bride* magazine. She adds, "Our fashion shows and expos enable brides to make decisions that fit their vision and budget." Brides-to-be will be offered a hands-on experience in preparation for their big day while relaxing in the beautiful Crystal Gardens, surrounded by spectacular views of Navy Pier's Ferris wheel, musical carousel, Dock Street, and the stunning Chicago skyline.

Beginning at 11 a.m., exhibitors from virtually every field of the wedding industry will be on hand to assist brides with any planning details including professional advice, product samples, discounts, and special offers. Lucky brides-to-be will have the chance to win fabulous prizes from the day's raffle, generously donated by exhibitors and donors.

Take in the harmonious backdrop of palm trees, seasonal flowers and plants while reveling at the array of wedding gowns, bridesmaid dresses, mother-of-the-bride, flower girl, and groomsmen attire during the bridal fashion show, slated to begin at 2 p.m. Wedding gowns featured on the runway are the latest designs, straight from the fall New York bridal market shows, showcasing gowns and fashions from David's Bridal.

10th ANNIVERSARY BRIDAL SHOW/Add One

"Planning a wedding is exhilarating and demanding all at once. We interface with brides during the happiest times of their lives, and our bridal expos are invaluable resources to help them plan their spectacular day," expresses Cathy.

Tickets are FREE and can be ordered by visiting the *Chicago Bride* website at www.chicagobridemagazine.com. Become the happiest *and* most prepared bride to walk down the aisle! With the help of the *Chicago Bride* Bridal Fashion Show & Expo and its numerous exhibitors, your dream wedding really can come true.

Chicago Bride and The Navy Pier Bridal Fashion Show & Expo are registered trademarks of the Real Estate News Corporation.

OTHER UPCOMING NAVY PIER SHOWS:

Sunday, February 20, 2011: Bridal Fashion Show & Expo

Sunday, March 20, 2011: Quinceanera / My Sweet 15 Fashion Show & Expo

Sunday, April 17, 2011: Navy Pier 2011 Bridal, Baby & Home Show

Also, don't miss our upscale **North Shore Bridal Fashion Show & Expo on Sunday, November 14th at the Doubletree Hotel in Skokie!**

About *Chicago Bride* Magazine

Chicago Bride Magazine debuted in 1995 as a comprehensive print and online planning resource for local brides throughout the Chicagoland area. There are four *Chicago Bride* issues per year as well as two regional, annual special issues – *DuPage Style Weddings* and *North Shore Style Weddings*. For the past 10 years, *Chicago Bride* has also been presenting its one-of-a-kind Bridal Fashion Show & Expo at Navy Pier. *Chicago Bride* Magazine is published by the Real Estate News Corporation, a locally owned and operated publishing company. For more information about *Chicago Bride* Magazine, please visit www.chicagobridemagazine.com.

#

*For further information about Chicago Bride Bridal Show & Expo,
please contact Falk Associates at (847) 675-2580.*