

# CHICAGO BRIDE

FOR: *Chicago Bride Magazine*  
[www.chicagobridemagazine.com](http://www.chicagobridemagazine.com)

FOR IMMEDIATE RELEASE

## ***CHICAGO BRIDE* MAGAZINE CELEBRATES 11<sup>TH</sup> YEAR OF PRESENTING THE NAVY PIER BRIDAL FASHION SHOW & EXPO** *Featuring Fashion Show and Exhibitor Booths*

Chicago, IL – *Chicago Bride Magazine* will be presenting its second **Bridal Fashion Show & Expo** of the year on **Sunday, October 16, 2011 at Navy Pier**. This event, similar to the first expo of 2011 presented by *Chicago Bride* in April, will take place within the fantastic backdrop of **Navy Pier's Lakeview Terrace 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, 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. Models in **Laurel Bridal** European-designed gowns will be on hand so you can view wedding gowns and bridesmaid attire up close and personal during the bridal fashion show. **Each attending bride** will be receiving a **\$100 gift certificate** towards the purchase of a gown from Laurel Bridal along with many other incentives offered by various vendors.

"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.

**FREE tickets can be ordered by pre-registering at**  
[www.chicagobridemagazine.com](http://www.chicagobridemagazine.com).

**Non-registered \$10.00 charge at the door.**

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.*

### **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](http://www.chicagobridemagazine.com).

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*For further information about Chicago Bride Bridal Show & Expo,  
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