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FOR IMMEDIATE RELEASE

WeddingWeb.ca: Love is in the Air and on the Web

With both spring and love in the air, it's no accident that www.WeddingWeb.ca was launched February 14, 2004 on Valentine's Day. This latest venture of Virtual Edge Communications, a local web design and marketing firm, is dedicated to assisting romantics of all ages in making plans to tie that final knot. This Canada-wide web site provides engaged couples with tips, trivia, directories of suppliers and wedding links to make planning the perfect wedding day an enjoyable experience. By the time wedding planning season is in full swing, WeddingWeb.ca will consist of well over 1000 pages.

Originally a part of BizSEEN.com, WeddingWeb.ca has evolved far beyond what was originally a local wedding directory to a fully developed nationwide web site offering far more than simply a list of suppliers. The entire concept has been redeveloped and expanded in order to be of greater assistance to engaged couples. The ongoing and increasing success of the original directory was the motivating factor for Ric Wallace, webmaster for WeddingWeb.ca, to develop a stand-alone site that would better serve the increasing demand from across Canada. Because the original directory is highly ranked by search engines, traffic is being redirected to its new location on the World Wide Web.

Whether you're looking for a jeweler in Vancouver, a photographer in London or a caterer in Iqaluit, WeddingWeb.ca can help in the search for wedding service providers. The site includes helpful articles, information on traditions and even suggestions for obtaining rebates from your

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wedding purchases. An entire section is dedicated to books, videos, music and software that pertain to the wedding experience. Questions like, “Should I hire a wedding planner?” are answered and links for downloading wedding planning software are offered as an alternative. Wedding-related businesses can receive a **free** listing, consisting of their company name and phone number. Paying advertisers get the advantage of a larger block ad with a link to their company web site and email.

The site consists of a top menu linking to page listings for all Canadian provinces and territories and then within each province listing are city listings. Side menus change to include links to information on suppliers such as florists, caterers, photographers and disc jockeys, to name just a few. Couples can also create their own personal wedding web site which gives them the opportunity to keep guests informed, allow for electronic RSVPs and even provide an online gift registry.

WeddingWeb.ca is always looking for helpful contributors in the wedding industry to supply articles that can help newly engaged couples make the numerous decisions required to plan a memorable and fun day that they'll cherish forever. Everything for planning a wedding online, including valuable cash-back tips, can be found on WeddingWeb.ca. For services that reach beyond this province to extend nationwide, this site is a one-stop shopping and information hub dedicated to Canadian lovers.

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FOR MORE INFORMATION CONTACT:

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