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FOR IMMEDIATE RELEASE

## THE CITY'S ALIVE WITH WEDDING FEVER

**Saint Louis, November 20, 2009** – On January 14, ALIVE Magazine will light up Lumen Private Event Space (2201 Locust St.) from 6 p.m. to 9 p.m. for St. Louis' most captivating, premier bridal event of the year— ALIVE Bride. Featuring exclusive offerings from twenty-five area vendors, St. Louis' brides-to-be are sure to get the one-on-one, intimate attention they deserve in planning for the bombshell wedding that will have friends in awe and the whole city in envy.

Get some “gownspiration” with a luxurious fashion show from Simply Elegant Bridal, boasting timeless bridal masterpieces by Bellissima, Casa Blanca, Enzoani, Jasmine, La Sposa, Mikaella, and Paloma Blanca. In the meantime, the ladies can treat themselves to complimentary cocktails and their fill of succulent hors d'oeuvres provided by Catering Plus--- after all, those dreaded diets can wait until the wedding home stretch.

And of course, feel free to bring the wedding support team— bridesmaids, mothers, and future grooms alike. With the Grooms' Lounge located just upstairs, fellas can come in support of their future Mrs. without having to join in on all of the girly festivities. They can play video games, watch sports, or just hang with the guys while enjoying drinks and appetizers served by Lumen.

The affair will feature St. Louis' top caterers, florists, photographers, wedding planners, bakeries, videographers, bridal boutiques, salons, spas, jewelers, and much more! Masterminding

the fantasy wedding of a lifetime will come effortlessly with this team of specialists devoted to pampering her, inspiring her, “wowing” her, and most importantly, bringing her big day ALIVE.

Last year, over 500 brides attended this elegant extravaganza. Don't miss the chance to be a part of the 4<sup>th</sup> annual ALIVE Bride event this January! For more info and to RSVP, visit [alivemag.com](http://alivemag.com).

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**About ALIVE Magazine** ([alivemag.com](http://alivemag.com))

ALIVE Magazine is the lifestyle authority for St. Louis' style-conscious consumers. The magazine targets the city's emerging, aspiring and affluent trendsetters. The ALIVE staff provides readers with the latest St. Louis has to offer in fashion, entertainment, the arts, dining and nightlife.