



FOR IMMEDIATE RELEASE

THE ONE LOVE CAMPAIGN

Launches in San Francisco, The Premier Destination
For Same Sex Weddings, Honeymoons and Celebrations
Local Businesses Show Their Support of Same Sex Marriage

SAN FRANCISCO, CA (July 15, 2008) The One Love Campaign launches today in San Francisco, the City of Pride, in celebration of the recent California Same Sex Marriage ruling. This movement reinforces the city's status as the home for spirited service, prosperity and transformation, and honors the ruling as a symbol of unification and inspiration for all couples that wish to publicly claim their devotion. The Campaign will showcase select high profile Bay Area businesses who offer a full range of luxury services for relationships, weddings, events and honeymoons for all couples tying the knot. Since the May 2008 California same sex marriage ruling, gay couples have been flocking to the "City by the Bay" to say their vows as San Francisco maintains it's foundation in activism for gay rights. In support of The One Love Campaign, all select profiled businesses will donate a percentage of their One Love sales to designated San Francisco LGBT organizations.

The One Love Campaign, established by Ali Berlin & Diana Bianchini, was born out of their passion for connection and justice that transcends opinion, sexual orientation and other discriminatory affiliations. **The mission of the One Love Campaign is to illuminate and activate the massive power of the human heart.** Anchored in the possibility of unconditional love, this grass roots effort provides an opportunity for a new world to emerge from the arising of conscious marriages, community awareness and universal vows of integrity. One Love's purpose will potentially redefine the meaning of marriage for all couples, gay or straight, as a necessary step in resurrecting family values, compassion and a reverence for humanity. Berlin & Bianchini believe this launch is the beginning of a cultural movement, and expect to draw national awareness and garner significant interest from other progressive organizations with rapid expansion as the good word spreads. The website, www.theonelovecampaign.com will serve as a beacon of information and a resource for all different types of relationship & wedding services in a network that recognizes all marriages as One Love.

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The Williams Institute on Sexual Orientation Law and Public Policy at the UCLA School of Law estimates that gay weddings could add \$250 million to the State of California's economy over the next 6 months. This means an abundant and positive impact on the San Francisco economy due to this ruling, and One Love is committed to stimulating both community involvement and fiscal possibilities.

With the trailblazing Mayor Gavin Newsom at the helm, San Francisco continues to make history in taking a stand for equal rights. "In 2004, San Francisco Mayor Gavin Newsom gained national attention when he issued a directive to the San Francisco city-county clerk to issue marriage licenses to same-sex couples. The unexpected move brought national attention to the issues of gay marriage and gay rights, solidifying political support for Newsom in San Francisco and in the gay community, and causing several other states to change their laws concerning marriage and gay rights. Four years later, the California Supreme Court struck down the ban on same sex marriage after the City and County of San Francisco along with several other plaintiffs sued California over the ban." (*Wikipedia.com*) Shortly after the California Supreme Court issued it's new ruling on May 15, 2008, Mayor Newsom told National Public Radio "It's about human dignity, it's about civil rights and it's about time in California!"

The One Love Campaign includes a select list of high profile local businesses representing the first group of vendors openly promoting their services to all gay & straight couples getting married. The One Love Campaign Preferred Businesses offering Wedding Services include:

One Life, LLC: One Life, LLC established by renowned relationship expert Ali Berlin (the aforementioned co-founder of The One Love Campaign), is a San Francisco based company dedicated to visionary relationships, innovative global service and the active expression of conscious love. As One Life's passionate leader, Berlin offers both private custom coaching and exclusive wedding officiating services for progressive couples and individuals. www.aliberlin.com In honor of the One Love Campaign, One Life will donate 10% of all One Love affiliated client services to the client's choice of SF Pride, sfpride.org or SF LGBT Center, sfcenter.org.

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Paula LeDuc Fine Catering: For twenty-eight years, Paula LeDuc Fine Catering has pushed the boundaries of what is possible, by creating unique and unforgettable events for each client and their guests. Create, celebrate, experience ~ the extraordinary. www.paulaleduc.com. In honor of the One Love Campaign, Paula LeDuc Fine Catering will donate 5% of your total event catering to the client's choice of SF Pride, sfpride.org or SF LGBT Center, sfcenter.org.

Alison Events: With a fresh take on weddings, Alison Events doesn't just lead couples down the aisle, but helps them create unique, authentic and inspiring wedding experiences. With a down-to-earth planning process and a sophisticated take on style, we will help you create the wedding of your dreams and enjoy the process along the way. www.alisonevents.com. In honor of the One Love Campaign, Alison Events will donate 2% of each package purchased to SF Pride sfpride.org.

Lisa Lefkowitz Photography: Lisa Lefkowitz has been documenting unions since 1999 and has earned a national reputation for her luminous images and sensitive style. Her approach to weddings is photojournalistic in spirit; she unobtrusively captures each moment as it unfolds. Lisa's work has been featured in Martha Stewart Weddings, Elegant Bride and Bride's magazines, as well as many other publications. www.lisalefkowitz.com. In honor of the One Love Campaign, Lisa Lefkowitz Photography will donate 2% of each package purchased to SF Pride sfpride.org.

The Claremont Resort & Spa: Perched majestically on a pristine mountainside in the Berkeley Hills, standing watch over the glistening Golden Gates of The San Francisco Bay, The Claremont Resort & Spa is a San Francisco Bay Area landmark focused on preserving its tradition while conserving the future. From "Signature Journeys" at Spa Claremont and fitness classes at the newly renovated Club at the Claremont to exquisite Four-Diamond restaurants and the famous Bay Area views, The Claremont is a tradition, an entitlement of generations and America's quintessential grand resort. Please contact The Claremont for special packages. www.claremontresort.com

Mulberry Photography: Mulberry Photography specializes in fashion inspired weddings and portrait photography. Led by husband and wife team Albert and Tari Lewis, these two accomplished professional photographers have made Mulberry Photography an innovative and highly recognized company, with a style that is unmatched in the industry. Mulberry Photography has studio offices in Lake Tahoe & Palm Springs, but travel globally to shoot. www.mulberryphoto.com. In honor of the One Love Campaign, Mulberry Photography will donate 2% of each One Love package during 2008 to SF Pride, sfpride.org or SF LGBT Center, sfcenter.org.

Hello!Lucky: Hello!Lucky is a specialty design firm, creating vintage-inspired, artisan-printed custom letterpress, social stationary, and wedding invitations. www.hellolucky.com. In honor of The One Love Campaign, Hello!Lucky will donate 5% of each One Love client package to SF Pride, sfpride.org.

TRuEStyle: TRuEStyle offers expert personal styling for fashionable weddings and everyday elegance. Founded by Teresa Kuhl, TRuEStyle translates each couple's unique taste into a sophisticated and polished look with a flare all their own. www.truestylesf.com. In honor of The One Love Campaign, TRuEStyle will donate 5% of One Love client services to SF Pride, sfpride.org.

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Sillapere: Sillapere is a San Francisco-based style lab, inventing parties and celebrations with irresistible sassiness and enduring sophistication. While providing the highest quality of service and design to clients, Sillapere also uses creativity to instill cutting-edge style with a strong commitment to sustainability for our planet. We believe in celebrating love and designing weddings that allow people to connect at a deeper level. www.sillapere.com. In honor of The One Love Campaign, Sillapere will donate 2% of all One Love packages to the client's choice of SF Pride, sfpride.org or SF LGBT Center, sfcenter.org.

About the Founders:

Ali Berlin: Ali Berlin is a Philadelphia native but has been a Bay Area resident for almost a decade. Berlin is the mastermind behind One Life, LLC and is notorious for her infectious spirit, intimate style and personal transparency. With her private clients and revolutionary ventures, she defies expectations and consistently astonishes people with insights, fresh viewpoints and the delivery of unforeseen, exceptional results. Berlin holds a Masters Degree from the Institute of Transpersonal Psychology in Palo Alto, California and Bachelor's Degree at Penn State University, and has presented at Stanford University, Penn State University, the Institute of Transpersonal Psychology and numerous other organizations. www.aliberlin.com

Diana Bianchini: Diana Bianchini is a Bay area native and the owner of Di Moda Public Relations, a California based luxury lifestyle Public Relations firm that represents a diverse clientele on a regional and national basis including One Life, LLC, based in San Francisco. Di Moda offers full service PR including creative solutions, specialized introduction services, and is renowned for spearheading innovative, sustainable, community oriented campaigns. www.dimodapr.com

For more information on The One Love Campaign and to join us log on to www.theonelovecampaign.com. For all media inquiries, please contact Diana Bianchini, Di Moda Public Relations, 310.288.0077, Diana@dimodapr.com.

