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PRESS RELEASE

Brides and Grooms Want a World with More Weddings and Less Breast Cancer

Pink Bride Charity Auction and Raffle open to the public; all proceeds donated to the American Cancer Society

Saint Paul, MN, September 12, 2013: The Wedding Shoppe's annual Pink Bride Charity Silent Auction and Raffle will be held from 6:30-8:30pm on October 1, 2013 at Sweeney's Saloon in Saint Paul, Minnesota. All proceeds from the event will be donated to the American Cancer Society for breast cancer research. The objective of the event is to raise money and awareness that will allow everyone to celebrate more weddings and anniversaries with the people they love.

Since its founding in 1977, the Wedding Shoppe has helped thousands of engaged couples plan their dream wedding, many of whom have been directly affected by breast cancer. As a retailer devoted to helping people plan the perfect wedding, it was only fitting for the Wedding Shoppe to begin [Pink Bride](#), a breast cancer awareness campaign devoted to creating a world with more weddings and anniversaries, and less breast cancer.

The Pink Bride Charity Silent Auction and Raffle is open to the public. So far, the event has received over \$4000 in donations from generous wedding vendors, Wedding Shoppe employees, and various businesses in the Twin Cities area. A list of the donated items that will be in the silent auction or raffled at the event is posted on the event's Facebook page. If you are interested in attending, please RSVP and view admission information on the Facebook event page: <https://www.facebook.com/events/582421891780243/>

If you cannot attend the event, there are several other ways you can participate in the Pink Bride campaign. Every year for National Breast Cancer Awareness Month in October, Wedding Shoppe employees and customers band together to create Team Pink Bride for the Twin Cities Making Strides Against Breast Cancer Walk. This year the event will be held on October 12, 2013. You can also donate to support the team on the [Team Pink Bride webpage](#). Last, but not least, the Pink Bride campaign has a series of breast cancer products. 10% of the proceeds from [Pink Bride breast cancer products](#) goes to the American Cancer Society year-round.

Located on historic Grand Avenue in Saint Paul, MN, Wedding Shoppe, Inc. has been making wedding dreams come true since 1977. As one of the largest family-owned bridal salons in the country, Wedding Shoppe, Inc. offers designer wedding dresses, bridal party dresses (including the exclusive Kennedy Blue brand), wedding accessories, wedding tuxedo rentals, and much more! With a full e-commerce website, Wedding Shoppe, Inc. is bringing their tremendous selection of gowns and their incredible customer service to brides all around the world.

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If you'd like more information about this topic, or to schedule an interview with a member of the Fritz family, please call Meghan Ziegel at 651-294-7166, or email Meghan at mziegel@weddingshoppeinc.com.

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