

AmericanBridal.com Ushers in New Era of Financially Responsible Weddings



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Press Release Summary: The Internet's most popular wedding favor store offers the largest selection of favors and gifts at enviably affordable prices.

Press Release Body: **Burlingame, Calif., January 23, 2008, —** www.AmericanBridal.com, the Internet's most expansive collection of unique and affordable wedding favors, today announced a new era in economical wedding planning with the largest collection of affordable wedding favors — from edible, customized and keepsake to theme and do-it-yourself wedding party favors, customers can shop by color, season or price.

"As seen in the film 'Bride Wars', wedding planning can be draining for the couple and their wallets, but thanks to our selection of just about any type of party favor imaginable, this portion of the planning is easier than ever," said Shirley Tan, founder, AmericanBridal.com. *"In 2009, we usher in a whole new era in wedding favors, where the customer will find exactly what they want, without spending a lot of money or looking like they purchased [cheap wedding favors](#)."*

During a challenging economy, it's possible to find savings on wedding expenses by shopping around for wedding favors, and even lower honeymoon and travel fares. With less corporate dollars being spent on events, venues such as hotels and restaurants may be more likely to negotiate, especially for off-peak days and times.

Founder Tan offers additional suggestions on money saving ideas in her wedding book *"The Bridal Handbook by American Bridal."* The book will be available for sale at Amazon, Barnes and Noble and AmericanBridal.com later this year. For a limited time, customers can receive an additional 50 percent off on select clearance items by entering the coupon code "clearance50" at checkout.

AmericanBridal.com is a popular destination for wedding favors, bridal shower favors and [discount wedding favors](#), now serving and shipping to U.S. and international customers.

AmericanBridal.com offers the most extensive collection of wedding favors and accessories such as party favors, wedding invitations, personalized gifts, wedding ideas, wedding flowers, cake toppers, thank you cards, wedding guest favors, shower favors, wedding jewelry, wedding decorations, wedding centerpieces, bridal shower games, wedding programs, bridal jewelry, bridal shower invitations, place cards, usher gifts, wedding albums, wedding announcements, favor boxes, unity candle, wedding anniversary gift, wedding checklist, wedding bells, wedding napkins, wedding veils and much more.

About AmericanBridal.com

[AmericanBridal.com](#) is the online source for unique and [affordable wedding favors](#) and accessories. For every theme or season, AmericanBridal.com has the most extensive selection of products that are guaranteed to make any wedding an unforgettable event for the bride and groom and their guests. From fun and unusual to traditional and elegant, Americanbridal.com specializes in personalized wedding favors, attendant gifts, wedding ceremony accessories, unique bridesmaids gifts and groomsmen gifts, bridal accessories and jewelry, and themed wedding favors. AmericanBridal.com offers the selection of a showroom with the convenience of online shopping and superior customer service at prices that can't be beat. For more information, please visit us at www.AmericanBridal.com.

Web Site: <http://AmericanBridal.com>

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