



**FOR IMMEDIATE RELEASE:**

***A.V. Elegant Weddings of Lancaster, Calif., announces  
Grand Opening celebration  
Nov. 3 highlights include: Landa Designs trunk show, product giveaways  
and drawings for FREE gift certificates***

LANCASTER, Calif., Oct. 31, 2007 — It's no secret: Paying for a wedding can take a toll on the pocketbook. So when it comes to buying a wedding gown, many of today's brides are searching for a good deal. And now, thanks to A.V. Elegant Weddings ([www.avelegantweddings.com](http://www.avelegantweddings.com)) — a brand-new bridal salon in Lancaster, Calif. — engaged ladies can find the dress of their dreams, and either buy or rent it for an affordable price.

“With over 30 years of wedding-consulting experience, I am thrilled to announce that I'm expanding my services with this beautiful new shop,” said Venita Marie Johnson, owner of A.V. Elegant Weddings and certified member of the prestigious Association of Bridal Consultants. “For years, I've helped brides plan their weddings in a stress-free, relaxed way. Now with my store, I can help them that much more. Many brides cannot afford a \$3,000 gown or don't want to spend that kind of money on a dress they'll only wear once. So, I'm offering gorgeous gowns at a fraction of the price, and if customers don't want to buy a dress, they can rent one instead. A.V. Elegant Weddings will house hundreds of gowns, available for rental or purchasing purposes.”

A.V. Elegant Weddings celebrates its Grand Opening this Saturday, Nov. 3, from 10 a.m.-5 p.m., at 1146 Commerce Center Drive in Lancaster. Brides, their families and friends are encouraged to stop in to see the freshly stocked store, meet its storeowner, and experience all that A.V. Elegant Weddings has to offer in the way of beautiful wedding dresses, as well as special occasion, bridesmaids, flower girl, prom and Quinceanera gowns, and even wedding accessories.

What's more, the Grand Opening will host the store's debuting trunk show, featuring the latest collection from Landa Designs. In addition, every bride who buys a gown this Saturday will have her choice of one of three fabulous gifts: a FREE After Hours tuxedo rental, FREE veil or FREE slip. What's more, everyone in attendance can register to win a wedding-gown preservation kit and A.V. Elegant Weddings gift certificates in the amounts of \$50, \$75 and \$100.

“It's not everyday that a bride can win something free simply by purchasing a wedding gown, so we expect a lot of traffic,” Johnson said. “We also encourage media and press to come and see what we have to offer, especially since our niche in bridal gown rentals is so unique.”

For more information, or to book an appointment with A.V. Elegant Weddings, call 661-948-1664 or e-mail [avelegantwedding@aol.com](mailto:avelegantwedding@aol.com). Visit the store's website at [www.avelegantweddings.com](http://www.avelegantweddings.com).

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