

## **The Wedding Guide of Middle TN Expands Statewide into East and West TN**

*A well-loved Middle TN wedding guide has expanded statewide to include Memphis and Knoxville weddings. A brand new website has been launched that divides vendors into East, West and Middle TN. Guide and website are designed to be used for 2 + years.*

### **FOR IMMEDIATE RELEASE**

(PRLog.Org) – Oct 16, 2007 – The Wedding Guide of owned and managed by Jerry Marcum of Franklin, TN, has become The Wedding Guide of Middle & East Tennessee Middle TN. A brand new website, launched in October 2007, reflects this expansion into East TN, with West TN to follow in summer 2008. New features at [www.theweddingguidemiddletn.com](http://www.theweddingguidemiddletn.com) include: background music featuring a Tennessee musician, “spotlight pages” to feature key sponsors, an improved vendor directory for each TN region, customized pages with multiple text and photo entries, a new flash introduction, a place to feature post-wedding businesses to help couples through their first year of marriage, and the ability to send email postcards about trunk shows, grand openings, pre-marriage seminars, and exclusive sales.

The bi-annual planner published in January and July perfectly accompanies this website in a purse-sized format (6” x 9”), designed to become a bride’s companion for the planning period plus first year of marriage. The Wedding Guide of Middle & East Tennessee includes family-owned, smaller businesses, who will gladly customize packages for the bride and groom and offer more flexible terms. This guide is not “exclusively couture” which tends to exclude the majority of those planning a wedding in Tennessee between \$15K-\$25K. “Our guide and website simplify a bride’s search for vendors throughout TN; a majority of sites focus on one aspect alone like Gigmasters for musicians and BBonline for home weddings; we pull information from all sources and package it so she isn’t doing hours of research online. Plus, she can plan activities for her guests using our TN Visitor’s Guide,” says Rosanne Ferreri-Feske, Director of Marketing. Unlike other wedding guides and magazines that solely include information for the planning year, this guide and website were designed to be used for 2+ years; a growing New Home section includes tax preparers, home builders, realtors, apartment rentals, artwork and home décor.

To its credit, The Wedding Guide of Middle & East Tennessee has been in business under the same ownership for the past seven years. The guide is distributed through sponsors’ places of business, driving business to their doors instead of newsstand, and is free to a bride and her wedding party. “I’ve never believed a bride and groom should have to pay for access to a vendor’s contact information,” says Marcum. “We think like a bride to make her life easier.” Two issues are published annually to coincide with the majority of engagements planned at Christmas and college graduation.

The Wedding Guide of Middle & East TN can easily be found on the first page of Google by typing in "TN Wedding Guide," "Middle TN Wedding Guide," "East TN Wedding Guide," or "West TN Wedding Guide."

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About The Wedding Guide of Middle & East TN: Key staff members have expertise in wedding planning, graphic design, the music industry, website layout, and sales and promotion to position this company for statewide growth in the next two years.

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