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FOR IMMEDIATE RELEASE

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BRIDE'S DAY, BRIDE'S WAY COMING DOWN THE AISLE!

Rochester, Mich. - March 24 - The Bride's Day, Bride's Way "Bridal Stroll" returns to Downtown Rochester this spring! "Bride's Day, Bride's Way" is free to all participants and will be held on Saturday, April 16, 11:00 am – 5:00 pm.

This event features a "Bridal Stroll," providing brides-to-be the opportunity to visit more than 20 individual businesses throughout town to plan for their "big day." Brides must register between 11:00 am – 1:30 pm at Fieldstone Winery (223 Main) in order to receive their Bride's Day programs and maps, and the first 100 brides to check-in on event day will receive free goodie bags including promotions and deals from participating businesses. Throughout the day, brides will have the opportunity to enter-to-win more than \$5,000 in prizes towards their weddings! Brides who pre-register through www.DowntownRochesterMI.com also have a chance at winning one of three \$50 Gift Certificates when they check-in at registration on event day.

Brides also can take advantage of limos provided by Rochester Limousine to visit our satellite venue outside of downtown at Meadow Brook Hall. Brides visiting this location can enter-to-win a his-and-hers white or yellow gold wedding band set from Lucido Fine Jewelry. Limos will depart from the corner of E. Fourth and Main every half hour beginning at 11:30 am with the last at 3:30 pm. Venues will feature models with gowns or tuxes, hair, make-up and accessories provided by downtown businesses.

But why should the brides get to have all the fun? Grooms can stop in the official Grooms' Room at Penny Black, 124 W. Fourth, to enjoy snacks and specials, and a chance to win prizes for their weddings.

Bride's Day, Bride's Way is presented by Something Fabulous and sponsored by Downtown Rochester.

For more information on this event, please visit www.DowntownRochesterMI.com or call 248/656.0060.

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