

FOR IMMEDIATE RELEASE

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*The Forecast is in: Sweet Beginnings™ is taking Toronto by Storm!*

Sweet Beginnings™ is a Vancouver, British Columbia-based Wedding Consulting and Event Planning firm, dedicated to delivering the highest quality of service. They provide professional and knowledgeable consultants to design packages for each client, working with their budget, individual styles and needs.

Sweet Beginnings™ is proud to announce their newest Toronto location, which will serve Brampton, Georgetown, Halton Hills and surrounding areas west of the city. The new operation officially opened on March 20, 2007, and is the second Toronto franchise to open in less than two months, with many more on the way.

“A second Toronto location is a huge development in the continued expansion of the company into Eastern Canada,” says company President Elana Lancit. “With all of our success on the West Coast of Canada and the United States, we are anticipating many more franchises in the Toronto area to open in the near future.”

New franchise owner Samantha Crossley joins Sweet Beginnings™ after working as part of a design team for Coca-Cola™ in her native London, England, for almost a decade. “My greatest achievement is being part of the launch team for the new Coca-Cola logo at the World Cup,” says Crossley, who also helped design national campaigns for Poweraide™ and Coca-Cola™.

“Sweet Beginnings grabbed my attention because I knew they were well established, and well respected in the industry,” says Samantha. “I am excited to apply my experience and flare for design and fashion into the field of event planning.”

“Samantha is the perfect candidate to bring the premium services of Sweet Beginnings to Toronto,” says Elana Lancit. “Her proven abilities in marketing and graphic design give her the meticulous attention to detail that will ensure success with her clients.”

Sweet Beginnings™ is North America’s leader for Wedding Consulting and Event Planning. They have coordinated thousands of events, ranging from small intimate gatherings to large black-tie galas. Sweet Beginnings™ combines competitive pricing with personalized consultation services, and also offer unique decorating and rental services. Sweet Beginnings operates **twenty** franchised locations in Canada and the United States. (<http://www.asweetbeginning.com>)

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