

# AmericanBridal.com Founder Publishes Wedding Book



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Industry: [Retail](#)

**Press Release Summary: Finding the perfect dress to the best photographer, this step-by-step book is a must-read for couples planning their weddings**

Press Release Body: Burlingame, Calif. November 10, 2008 — [www.AmericanBridal.com](http://www.AmericanBridal.com), the Internet's most expansive collection of unique and affordable [wedding favors](#) and [bridal shower favors](#), announced today that its founder and **Chief Executive Officer Shirley Tan** has authored a wedding tips book that includes everything from choosing rings, to locations, finding the perfect dress or the best photographer, selecting a wedding theme and favors to post-nuptial etiquette. **The Bridal Handbook by AmericanBridal.com is published by LifeTips Books and will be on sale at Amazon.com late November and on AmericanBridal.com starting January 1, 2009.**



*"Planning a wedding is a very special time for a couple, so we are very proud to have all of our wedding planning tips available in a complete book," said **Shirley Tan, CEO, AmericanBridal.com.** "Today's bride and groom have so many options, which can make it seem overwhelming, but with *The Bridal Handbook*, following each chapter will assist in making planning a much more systematic and enjoyable process."*

From “Will you marry me” to “I do” and everything in between, **The Bridal Handbook** starts from the moment a couple announces their engagement and the wedding planning activities begin. Figuring out the cost of getting married in these budget-conscious times helps set the stage for subsequent decisions, such as location, guest list and theme. Readers will find ideas to inspire traditional or unusual weddings, or a special way to thank the wedding party with personalized and themed bridal party favors and groomsman favors.

Perplexed about how to whittle an enormous guest list without offending anyone or wondering who should pay for what? Tan’s wedding book dives into some of the most stress-inducing aspects of wedding planning and offers tangible solutions to real-life situations: “What if one of my bridesmaids is pregnant?” to “How do I plan my dream honeymoon on a budget?”

Written in a light-hearted, humorous voice, **The Bridal Handbook** gives advice on avoiding the “Bridezilla” trap and graciously enlisting the help of family and friends. Delegating tasks for wedding-day logistics ahead of time makes for a smoother, more eventful day for the bride and groom. Time-out boxes for the entire wedding party are great ways to thank friends and family for their support while providing a uplifting messages, invigorating mini-spas or a re-energizing snack.

Post-nuptial activities such as honeymoon destination, exchanging and returning gifts, writing thank you letters are included in the last



chapter to keep couples on track, even after the big day is over. Throughout the book, Tan offers some of the wedding industry's best sources, while imparting creative ideas for wedding party gifts for bridesmaids, groomsmen, ushers and other important members of the wedding festivities.

**AmericanBridal.com** offers the most extensive collection of [wedding favors](#), [bridal shower 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](http://www.AmericanBridal.com).

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

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