

FritFru's wedding survival kits help bridal parties maintain their sanity

Even in the face of our struggling economy, the wedding industry is alive and well. With more than 2.5 million couples tying the knot each year and the average wedding budget soaring well past \$20,000, a staggering 40 billion dollars is spent on wedding-related products and services each year. Bridal coordinators and merchants continue to enjoy a steady stream of demand for their offerings.

As any bride or groom can attest, planning a wedding can easily become a time-consuming and stressful endeavor. Faced with a multitude of crucial decisions—choosing a ceremony location and reception venue, planning a menu for hundreds of guests, selecting gowns and formalwear, for starters—can cause a fun and joyous occasion to become riddled with anxiety. Fortunately, choosing a bridal party or shower gift can provide the perfect opportunity to add fun and flair to the special day.

FritFru Weddings, Calgary's premier wedding planning service, has recently launched a full line of wedding survival kits for brides, grooms, and wedding parties. Although they're intended to infuse a lighthearted note into the frenzy of pre-wedding festivities, the kits are also practical and functional, including many of the must-have essentials to ensure the main event goes off without a hitch. Featured on ABC News and The Rachael Ray Show, these trend-setting wedding accessories are in high demand by today's chic brides and grooms.

FritFru offers several different styles of these cleverly designed kits:

- **Wedding Day Survival Kit (\$49):** Keep the bride smiling all day long by giving her the gift of peace of mind. Neatly packaged in a stylish, reusable train case are thirty of the most important tools and solutions to keep disaster at bay. From toothpaste to hair spray to double-sided tape, she'll have everything she needs right at her fingertips. Makes a unique bridal shower gift for the bride-to-be who already has everything.
- **Groom's Survival Kit (\$49):** He may be manly, but he's not immune to last-minute catastrophes. Make sure he looks good, smells good,

and shows up with everything he needs by presenting him with the Groom's Survival Kit. It includes 26 personal care and emergency solutions designed just for him. After the big day, he can use the handsome attaché case to store toiletries, treasured collections, or for travel.

- **Bridessentials Kit (\$25):** For brides who need just a little extra insurance, this compact case is a perfect last-minute gift. The slim, silver case is packed with 25 necessary ingredients for a smooth, stress-free day.
- **Bridesmaid's Survival Kit (\$18):** A bridal party is only as confident as its most anxious bridesmaid. Keep all the girls in prime form by handing out these pretty, practical survival kits. The compact, silver mesh case arrives pre-packaged with 18 vital tools to keep everyone looking, smelling, and feeling great from coffee at the salon until the last song of the night. Dancing socks add a whimsical keepsake that's sure to elicit chuckles. With many of today's brides forgoing traditional gifts and favors, such as jewelry, picture frames, and toiletry sets, for more unique, lighthearted keepsakes, these fun, functional survival kits are sure to delight.

FritFru Weddings ships to any Canada address using prompt, reliable carriers. To place an order for a wedding survival kit, to find out more about FritFru's comprehensive wedding planning services, or to download their value-packed e-book *WeddingPlanningU*, visit them online at www.fritfru.com.

#