



Guides For Brides

You Could Win Your Dream Wedding

(NAPS)—By entering a new sweepstakes, brides- and grooms-to-be have a chance to win the ultimate wedding gift: a \$20,000 dream wedding.

According to etiquette expert Peggy Post, director of The Emily Post Institute, Inc., the industry average for the cost of a modern-day wedding is \$20,000. But the good news for those planning their nuptials is that Post has teamed up with American Express® Gift Cheques to ease the financial burden for two lucky couples.

From January 16 to March 23, 2001, couples can enter the "\$20,000 Dream Wedding" promotion at www.weddingchannel.com, considered the Internet's number one wedding resource for engaged couples and their guests, for a chance at winning a \$20,000 dream wedding. Two grand prize winners—who will be selected via random drawing in April 2001—will also each receive a complimentary bridal consultation with Peggy Post.

Who better to offer the ultimate wedding gift than American Express Gift Cheques—an ideal bridal gift whose universality allows brides and grooms the freedom to buy or save up for whatever they choose? Fittingly, the ultimate wedding gift from Gift Cheques allows the winning couple the freedom to plan their own weddings.

The wedding giveaway was created to celebrate the publication of Emily Post's *Wedding Etiquette*, 4th Edition (HarperResource; January 2001). This classic and definitive source for creating the perfect wedding has been updated to reflect the evolution of nuptial traditions and etiquette.

"It's not just the cost of a wedding that's changed," says Post. "Wedding couples and their guests are also adapting to changing times with such twists on traditions as online registries and alternative methods of monetary gifting."

According to Post, the book's association with American Express Gift Cheques is a natural one since the Gift Cheque offers an elegant and thoughtful alternative for those who want to give



Something old, something new, something borrowed, something free? It's possible with a new wedding promotion.

monetary wedding gifts.

"Monetary gifts are certainly appreciated by brides and grooms alike, but wedding guests might feel uncomfortable giving cash or personal checks," says Post. "With their distinctive gold envelope and accompanying gift card, American Express Gift Cheques are packaged as a present should be and represent an elegant approach to monetary gifting. And the universal acceptance of Gift Cheques by retailers also make it a thoughtful gift."

Consumers can order American Express Gift Cheques via phone toll free at 800-828-GIFT or online at www.americanexpress.com/giftcheques. Gift Cheques can also be purchased at all domestic American Express Travel Service Offices, AAA offices and participating banks. For maximum flexibility, Gift Cheques are available in denominations of \$25, \$50 and \$100.

Brides- and grooms-to-be can enter the "\$20,000 Dream Wedding" promotion online at www.weddingchannel.com, or via mail, by printing their name, address, city, state, zip code and phone number on a 3" x 5" card and mailing it in an outer mailing envelope to "\$20,000 Dream Wedding" Sweepstakes, PO Box 1426, Maryland Heights, MO 63043. Sweepstakes open to U.S. residents, age 18 or older (except Colorado residents and those persons located in the state of Colorado at the time of entry).

See Official Rules on www.weddingchannel.com for details. No purchase necessary.

Note to Editors: Void in Colorado and where prohibited. Sweepstakes open to legal U.S. residents (except Colorado residents), 18 years or older. Sweepstakes runs from January 16, 2001 to March 23, 2001. Please do not run this feature after that date. Participants' wedding must be scheduled between March 1, 2001 and June 30, 2003.