

For Immediate Release

## Looking for a Few Good Brides: Mon Cheri Builds a New Bridal Blog

Trenton, NJ; March 15, 2010 – Mon Cheri Bridals, LLC is searching for engaged women to contribute content to ItsABridesLife.com, a new blog that will chronicle the day-to-day activities and thoughts of brides-to-be who are planning their weddings.

ItsABridesLife.com will include daily blog entries from a diverse group of brides from engagement until they return from their honeymoon, covering the entire wedding planning process from beginning to end. Each blogger's biography will be provided on the site. (Other features: Photo/Video galleries, Advice from experts, Where they are Now, and more)

Contributing bloggers will receive a wedding dress free of charge from one of the six bridal collections Mon Cheri manufactures including Mon Cheri Bridals, Destinations, Sophia Tolli, Rina di Montella, James Clifford Collection and 2be Bride. Bloggers must specify which three collections they prefer however Mon Cheri reserves the right to make the final decision. Interested engaged women may contact Mon Cheri to request an application. In addition to the application, a brief writing sample must also be submitted.

Mon Cheri CEO, Stephen Lang adds, "ItsABridesLife.com will feature real brides from all different backgrounds, from the DIY bride on a modest budget to the princess bride planning a lavish affair. This blog will provide a voice for every bride while also providing ideas and advice to its readers."

For additional information on ItsABridesLife.com or on how to become a blogger, contact Cindy Horne, Marketing Manager.

### About Mon Cheri Bridals:

Founded in 1991, Mon Cheri Bridals, LLC is a manufacturer of wedding dresses, evening wear and children's dresses. Today, the company produces over twenty branded special occasion product lines worldwide. Notable designer names include Rina di Montella, James Clifford, Sophia Tolli, Tony Bowls, and Joan Calabrese.

### Contact:

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