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CONTACT:

Sue Maslowski

Email: nationalbridalsale@gmail.com

Website: www.nationalbridalsaleevent.com

Third Annual National Bridal Sale Event

July 21-28, 2018

Your Dream Wedding Dress for Less

The Third Annual National Bridal Sale Day takes place on July 21, 2018. Nearly 1,000 independent, locally-owned bridal retailers coast to coast-including some top bridal salons in the United States, Canada, and Mexico, will participate in this day to offer brides, bridesmaids, and wedding guests an unprecedented opportunity for substantial savings (in some salons up to 80% off). Many bridal shops will extend the sale through the following week until June 28.

“National Bridal Sale Day, also called Bridal Saturday, has become an annual tradition for the bridal industry much like a Black Friday or Small Business Saturday is for other retail stores. It is recognized by Chase’s Calendar of Events and scheduled annually on the third Saturday in July,” says the event’s creator, Sue Maslowski, owner of Jay West Bridal in Haddonfield, N.J.

“It also means brides do not have to shop the Internet for the price. They can walk into any participating bridal salon across the country and in Canada or Mexico on that day and touch, see and feel what they are purchasing with no surprises. And they can take the gown home the same day!” says Maslowski. New to the association this year, the redesigned website www.NationalBridalSaleEvents.com offers changing content such as e-books, sweepstakes, a monthly spotlight on bridal shops and wedding gown designers of the month that brides will find useful year round. Brides can also download a coupon good for wedding gown cleaning and wedding gown cleaning and preservation at Certified Wedding Gown Specialists™. A list of participating bridal shops can be found at www.nationalbridalsaleevent.com. For more information, contact Sue Maslowski at nationalbridalsale@gmail.com. Organizations supporting the event are AdvancedPackaging.com, Association of Wedding Gown Specialists, BridalBoutiques.us, Brides, Bridal Guide, BrideClick.com, [International Bridal Manufacturers Association \(IBMA\)](http://International Bridal Manufacturers Association (IBMA)), MyWedding.com, MarthaStewartWeddings.com, TheKnot.com, Vows Magazine and WeddingWire.com.

National Bridal Sale Event (NBSE) is a registered not-for-profit corporation. For more information about how to participate in the event, bridal shops, manufacturers, and sponsors may also contact NBSE at nationalbridalsale@gmail.com.

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