



National Bridal Sale Events

Chase's Calendar of Events: third Saturday in July is National Bridal Sale Day.

FOR IMMEDIATE RELEASE:

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Third Annual National Bridal Sale Event July 20-27, 2019

Your Dream Wedding Dress for Less

The fourth annual National Bridal Sale Event (NBSE) takes place on July 20, 2019. Nearly 1,000 independent, locally-owned bridal retailers including top bridal salons in the United States, Canada, and Mexico, will participate in this day meant to offer brides, bridesmaids, and wedding guests an unprecedented opportunity for substantial savings (up to 80% off in some salons). Many bridal shops will extend the sale through the following week until July 27.

“National Bridal Sale Day, also called Bridal Saturday, has become an annual tradition for the bridal industry similar to a Black Friday or Small Business Saturday 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 price,” Maslowski says. “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!”

For a list of participating bridal shops, brides can visit www.NationalBridalSaleEvent.com. The site also offers brides a guide to successful shopping for a wedding gown as well as changing features such as the bridal-shop-of-the-month, and designer-of-the-month that brides will find useful year-round. Brides can also download a coupon good toward wedding gown cleaning and wedding gown cleaning and preservation at a nearby Certified Wedding Gown Specialist.TM

Organizations supporting the event are AdvancedPackaging.com, Association of Bridal Consultants, Association of Wedding Gown Specialists, BridalBoutiques.us, *Brides*, *Bridal Guide*, BrideClick.com, International Bridal Manufacturers Association (IBMA), MarthaStewartWeddings.com, TheKnot.com, *VowsMagazine* 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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