



FOR IMMEDIATE RELEASE
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Susan J. Eaton
Assistant General Manager
Knoxville Convention Center
865-522-5669

UNCONVENTIONAL WEDDING NIGHT

KNOXVILLE, TENNESSEE – Weddings are a joyous celebration during which two souls unite to blissfully share their lives together, right? Well, that may be the end result. But on Thursday, April 17, 2003, the Knoxville Wedding Professionals Association members, have been cordially invited to experience a creative evening, to recommend to their clients; the bride's and grooms to be, when planning a wedding ceremony and reception at the Knoxville Convention Center.

The Knoxville Wedding Planners Association (KWPA) members will attend an evening of creative décor, elegant dining, and fine wines at the Center. The primary focus is education on planning a wedding ceremony and reception in the flexible Convention Center facility as well as design samples for every budget. The Center staff will set the stage for the special event planners as if they guest attending a wedding event themselves.

“We have designed this evening to give party planners the feeling of what weddings could be like for their clients”, says Mary Stephens-Bogert, the Center

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Food & Beverage Director. “Our Chef and sales team have been planning this event for two months and it will give suppliers an idea of our creative juices and quality we do here, at the Center.”

Although the Knoxville Convention Center houses large convention and shows, the “unconventional” business is made up of smaller functions, such as fundraisers and weddings. In six months, SMG, manager of the Center, has contracted for five ceremony/receptions , two rehearsal dinners and three wedding dinners, all ranging in size from 45 to 600 people, “We have hosted simple cost conscious rehearsal dinners, to elaborate five course dinners, with beautiful decorations,” reports Jennifer Warnock, wedding specialist. “Brides always comment that they had not thought of the Convention Center for a reception.” Jennifer has developed flexible wedding packages for events, whether in one of concourses, ballrooms or outdoors, on the Park Terrace.

The Center has worked with Fred Jacob, President of Premier Bride and organizer for the KWPA. The local planning organization, started three years ago, has approximately 300 wedding vendor members throughout the Knoxville area.. “I am excited for the organization to be part of wedding festivities at the new Knoxville Convention.” The KWPA expects 50 to 60 members to attend for this unconventional wedding night.

For details on the evening, contact: Jennifer Warnock, Catering at 251-6023 .

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