



## MEDIA ADVISORY

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**FOR IMMEDIATE RELEASE**

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### **NEW BUSINESS AT PAGE FIELD COMMONS**

The Lee County Port Authority is pleased to announce the arrival of Alfred Angelo bridal boutique to Page Field Commons, the retail development center built adjacent to Page Field General Aviation Airport, in Fort Myers, Fla. Inland Western Fort Myers Page Field LLC holds the ground lease for Page Field Commons from the Lee County Port Authority, operator of Page Field and Southwest Florida International Airport.

Below is the news release from Alfred Angelo for more information on the store and Grand Opening event that will be held Saturday, Jan. 17 from 10 a.m. to 6 p.m.

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**FOR IMMEDIATE RELEASE**

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**ALFRED ANGELO PARTNERS WITH *THE KNOT* TO OPEN FIRST FORT MYERS LOCATION  
*Head Designer for World's Largest Maker of Wedding Gowns and Bridesmaid Dresses to Share Style Advice and  
Wedding Tips at Grand Opening Event of Newest Full-Service Bridal Boutique***

**Ft. Myers, FL** - Alfred Angelo, world's leading maker of wedding gowns and bridesmaid dresses, has partnered with *The Knot* to open its latest bridal boutique in Ft. Myers. Located in Page Field Commons, at 5037 South Cleveland Ave., Alfred Angelo will hold its Grand Opening event Saturday, January 17 from 10 a.m. until 6 p.m.

“As the company approaches its 75<sup>th</sup> Anniversary and celebrates the hundreds of thousands of weddings we have dressed, we are excited to bring our beautiful collection of dresses and longstanding tradition of excellence to Ft. Myers,” said Denise Wash, Vice President of Marketing for Alfred Angelo.

Alfred Angelo's exclusive bridal designer, *Michael Shettel*, will be in-store to meet with brides-to-be, brief them on the latest styles and help them select the perfect dress. Michael will also be signing dress sketches for brides-to-be who purchase their dresses on grand-opening day. Brides who purchase their dresses on grand-opening day will receive \$50-\$250 off their gown; bridesmaids who purchase their dresses during the event will receive a \$20 discount. Prices start at just \$399!

The grand-opening event will begin with a ribbon-cutting ceremony at 10 a.m. to kick off the festivities. Throughout the day, customers will enjoy complimentary cake tastings from *Yum Yum Cakes*, floral design and bouquet ideas from *Masters Touch Florist*, make-up tips and hair consultations courtesy of *Victorian Bride Hair & Make-Up*, wedding planning tips from *Detailz Events Design*, wedding day photography consultations from *Impressions Photography*, and enjoy the sounds of DJ *Joe Jackson*, as well as receive a gift bag from Alfred Angelo and *The Knot* including the latest issue of *The Knot*.

As a bonus, WBTT 105.5 FM, Ft. Myers' "The Beat," will be on-hand broadcasting live from the event and raffling off special prizes for attending brides.

"From our classic New Romantics collection to our stunning Sapphire line, there's a right dress for every bride and every budget in our stores," Shettel said. "One of the hallmarks of Alfred Angelo is the service we offer to our brides-to-be. I look forward to meeting Ft. Myers-area brides and helping them select the dress of their dreams – it's one of the best parts of my job."

The Ft. Myers store will carry a wide variety of bridal attire and special-occasion dresses. New trends include soft fabrics, curve-hugging styles and touches of color that can carry through the entire bridal party and even the wedding itself. Every Alfred Angelo bridal style is available in sizes 0-30W in the new *Modern Fit* and in 2-28W in the *Classic Fit*, in short, tall and regular lengths, and in shades of white and ivory. Trains can be extended on most styles. Many gowns can be customized with trims available in the ever-popular *Dream In Color™55* colors.

### **About Alfred Angelo**

Founded in the 1930s by Alfred Angelo Piccione and his wife, Edythe Piccione, Alfred Angelo is the world's leading maker of wedding gowns and bridesmaid dresses and is committed to providing beautiful, high-quality bridal and formal dresses at affordable prices. In addition to manufacturing dresses distributed in more than 2500 wholesale stores worldwide, the company operates Alfred Angelo Bridal Stores located in Florida, California, New York, Texas, Oklahoma, Pennsylvania, Maryland, Nevada, Louisiana, Arkansas, Arizona, Washington, Mississippi and Ohio.

For more information about Alfred Angelo, please visit [www.alfredangelo.com](http://www.alfredangelo.com).