



## WEDDING AND SPECIAL EVENT PLANNING MADE SIMPLE FOR METRO ATLANTA

**Atlanta, GA June 2008** – Atlanta locals now have an easy-to-use online guide for planning their events in Metro Atlanta at [www.atlantaoccasions.com](http://www.atlantaoccasions.com). From the collective real-life experiences of a group of local event planners, bridal consultants and advertising experts comes the most useful online business directory and interactive planning tools for weddings, corporate events, and parties completely customized for the Atlanta, GA market.

**AtlantaOccasions.com** bridges the gap between service seeker and service provider in the 28 counties of Metro Atlanta. It's simple. AtlantaOccasions.com makes it easy for Atlantans to find the information they want in the geographic area relevant to them. Users can search by the county they live in, the services they are looking for and the type of event they are planning. The staff has specifically organized the packed vendor database to the 28 counties of the Metro Atlanta market to maximize efficiency and effectiveness for the audience and the advertisers. "With the economy in its current constraints, we found the DIY movement on the rise but with little or no help for the inexperienced planner," says founder, Heather Vreeland. "They were saving money by planning their event themselves, but wasting so much time combing magazines and the Internet only to find unorganized information and too broad of search results for business too far from home. For example, a bride who lives in Henry County doesn't want to access information about an event house in Roswell, GA. Narrowing the search results to the information that is relevant to her is what saves time and time is priceless."

The interactive website provides the tools needed to plan an event from start to finish including: articles on trends, advice on budgeting, and tips to avoid problems on the big day. Plus, with an active user environment, AtlantaOccasions.com captures user feedback to allow fellow planners to distinguish the good from the bad and to hold vendors accountable to the highest standards in the event planning industry. AtlantaOccasions.com is the one and only website of it's kind in Metro Atlanta. When Atlantans have an event, that's got to be the talk of the town, AtlantaOccasions.com is the first place to start and last place they'll visit.

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