



A WOMAN ON A MISSION

South side resident changes the face of event planning for all of Atlanta

Hampton, GA September 2008 – Heather Vreeland moved to Henry County Georgia in 2006 knowing no one and nothing about Metro Atlanta, GA. Now, she is single-handedly changing the face of event planning in the throbbing heart of the South through AtlantaOccasions.com. The interactive online guide makes planning for the people of Metro Atlanta faster, cheaper and easier than ever.

AtlantaOccasions.com provides the people across Atlanta an easy-to-use tool to find the information they want in the geographic area relevant to them. The site's interactive search allows users to narrow their search for services and products by County, Region or the entire Metro Atlanta area. Instead of clumping 28 counties together all under the vague roof of "Atlanta," the site gives each unique county, its very own spot in the limelight to build awareness and strengthen the local events-industry businesses and connect them with local consumers.

AtlantaOccasions.com's unique design also helps support local SPLOST programs. Vreeland suggests "When you shop closer to home, you support your local tax revenue, which in return provides new schools and libraries, safer roadways, and well-maintained parks and recreation."

Vreeland, Founder of AtlantaOccasions.com says her inspiration for AtlantaOccasions.com was fueled by the countless number of brides who agonized over the tedious details of their wedding, especially when it came to finding a trusted local vendor in such a large metropolitan area. As a former Bridal Consultant for David's Bridal, she found that when her clients search for florist in McDonough, they often got results from Roswell to Kennesaw. With AtlantaOccasions.com, Vreeland helps users avoid having to weed out the information they don't want or need. "The control is put in the hands of the person planning the event. If they want to search all of Atlanta, they can. If they want to search the north of Atlanta, they can. Or if they just want to know what's near them in their county, they can find that too" Vreeland says.

Officially launched June 2008, AtlantaOccasions.com is the one and only website of it's kind in Metro Atlanta. 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. For more information, visit www.AtlantaOccasions.com or call 770.595.6911.

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