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FOR IMMEDIATE RELEASE:

**LOCAL SAN DIEGO BRIDE AND GROOM TO BENEFIT
FROM WEDDING GIVEAWAY CONTEST AS NBC 7/39 THROWS A WEDDING**

SAN DIEGO, July 7, 2009 - On average, a wedding in San Diego costs \$30,000 to produce. Thanks to the generosity of local vendors, one bride and groom will receive the perfect wedding for free....but there is a catch! Couples must be willing to give up all decision making to viewers of NBC 7/39, the NBC owned and operated station in San Diego.

The Henley Company, LLC. has partnered with NBC 7/39 to produce a local version of the Today Show Wedding Giveaway. "We approached NBC 7/39 about the project after watching the Today Show Wedding Giveaway and thought there was an opportunity to replicate the concept for a local deserving San Diego couple. We recognize the cost of producing a dream wedding is beyond reach for most, especially in this economy. This is a chance for us to change the lives of a deserving couple, while engaging viewers," says Nicole R. Matthews, Principal of The Henley Company.

Starting in July, an on-line and on-air campaign on NBC 7/39 will commence to solicit a local, deserving bride and groom as recipients of the wedding giveaway contest. Viewers will select from one of four couples to be the winner. Once selected, the bride and groom will be followed throughout the wedding planning process and viewers will have the opportunity to select key elements such as florals, cake design, invitations and gown. A special wedding micro-site will accompany the NBCSanDiego.com website where viewers



can vote for their favorite element. The entire campaign will last on-line from July to October, with the wedding slated for October 9, 2009 at The Prado Balboa Park.

“We have very talented wedding vendors and special events professionals in this market. In addition to offering an amazing wedding to a very deserving couple, the NBC Throws a Wedding project allows San Diego to be showcased as a wedding destination. I’m excited The Henley Company, The Prado and NBC San Diego can provide a forum to elevate the professionalism of the special events industry, as well as the highly-capable vendors we have working in this market,” says Matthews.

Nicole Matthews, CSEP is the Founder and Principal of The Henley Company LLC, an event management and concierge firm based in San Diego. Ms. Matthews is a Certified Special Events Professional (CSEP), the hallmark of professional achievement in the special events industry. Ms. Matthews is one of only 250 CSEPs worldwide. In addition, she is the President of the International Special Events Society, San Diego Chapter. She encourages clients to live the life they want, by delegating the rest to The Henley Company. The Henley Company doesn’t just provide a service, they provide a lifestyle. www.thehenleycompany.com

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