

# SWEET BEGINNINGS

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## For Immediate Release

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### *Sweet Beginnings is now serving Vancouver Island!*

Sweet Beginnings is a Vancouver-based Wedding Consulting and Event Planning firm, dedicated to delivering the highest quality of service. They provide professional and knowledgeable consultants to design packages for each client, working with their budget, individual styles and needs.

Sweet Beginnings Victoria opened on May 1, 2006, and is their first operation on Vancouver Island. The new location will serve the lower portion of Vancouver Island, including Victoria, Sidney, Duncan and surrounding areas.

Franchise Owner Barbara Hastings-Mcleod says word is getting around quickly and dates are booking up fast. "The response has been overwhelming," she says. "What a sweet beginning for the Victoria Sweet Beginnings!"

Barbara joins the Sweet Beginnings team with over 20 years of experience in event planning and coordinating. The 27-year Vancouver Island resident has organized community group events, providing her detailed organizational skills to fundraising campaigns and charity functions. She prides herself on delivering dedicated and personalized customer service to all of her clients.

President and founder Elana Lancit is excited to bring Vancouver Island brides and clients the personalized services of Sweet Beginnings. "Our products are the best quality and the top choice for brides," she says. "I'm excited to welcome Barbara to the team. She's only been open a few months, and she's already in high demand!"

For new owner Barbara, the best part of working with Sweet Beginnings is making her Island client's event dreams come true. "It's having the confidence to do exactly what the customer wants and work with them and seeing them smile," she says. "Take away all the pressure and know they don't have to worry on their big day."

Sweet Beginnings is North America's leader for Wedding Consulting and Event Planning. They have coordinated thousands of events, ranging from small intimate gatherings to large black-tie galas. Sweet Beginnings combines competitive pricing with personalized consultation services for all your event needs. They also offer unique decorating and rental services. Sweet Beginnings operates fifteen franchised locations in British Columbia, Alberta and the United States (<http://www.asweetbeginning.com>)

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