

## MEDIA ADVISORY



### For Immediate Release

## **Mother-Daughter team celebrates *Southern Bride & Groom's 25<sup>th</sup>* anniversary with Silver Anniversary Edition**

*Founded in 1986 by Donna Parks, Southern Bride & Groom has become the region's most trusted bridal magazine and online wedding resource guide. Parks now runs the magazine with daughter, and best friend, Jenna Parks Olender*

**Durham, NC - December 6, 2011 -** [Southern Bride & Groom](#) (SB&G), the Triangle's most trusted bridal magazine and online wedding planning resource, is a local family business celebrating its 25<sup>th</sup> anniversary with the release of the magazine's Silver Anniversary 2012 Edition, which will be available this December. Publisher Donna Parks founded the magazine in 1986 as the premiere wedding publication in North Carolina. She still runs the business today, alongside her daughter and best friend, Jenna Parks Olender, who became her mother's partner two years ago.

Donna Parks created SB&G as a small wedding planning and etiquette guide for Durham and Chapel Hill. The publication soon grew to cover Raleigh and the Greater Triangle region. Her philosophy was always one of slow growth, adding only the finest, most reliable wedding professionals to the pages of SB&G. This fine-tuned process has earned SB&G a trustworthy reputation in the local wedding business, which is still a thriving industry today despite the downturn of the economy in recent years. Weddings may be smaller, but couples are definitely still getting married, which serves as a beacon of hope for times to come.

"SB&G has grown along with the Triangle area, and I feel privileged that we've been able to be a part of the fabulous wedding industry in this area for 25 years. We've worked to keep our focus on quality choices for brides and we hope to keep bringing such reliable and talented businesses to their attention for the next twenty-five," said Parks.

Daughter and partner Jenna Olender stated, "I am proud to be a part of my mother's legacy. We have always been best friends and make a great team. Now we are looking toward the future together and have a beautiful magazine and new website about to release, and an exciting photo shoot contest in store for 2012!"

As a part of their silver anniversary year, SB&G is launching a contest for brides and grooms to apply for their own couple photo shoot that will be published in the following

magazine. Engaged or newly married couples can apply to this contest by submitting their professionally photographed engagement photos to SB&G on the website's [Real Weddings](#) page by May 1, 2012.

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**MEDIA NOTES:**

*Southern Bride & Groom (SB&G)* ([www.SouthernBrideAndGroom.com](http://www.SouthernBrideAndGroom.com)) is a complimentary annual publication, which covers everything one needs to know about planning a wedding in NC's Triangle area, as well as [inspirational ideas](#). The magazine is distributed through the finest wedding local venues and wedding professionals, and at all area bridal shows. SB&G's website is an accompaniment to the magazine, with a full resource directory by service category that brides can peruse. Brides can submit their own wedding events to be featured online, and register for monthly prize drawings. SB&G also maintains active [blog](#), Facebook and Twitter pages, which have up-to-date news on local wedding events, trunk shows and special sales.

SB&G was the Triangle's first bridal publication. It has grown over the years from a small wedding planning and etiquette guide into the area's most well-known bridal magazine and trusted directory of wedding services, featuring experienced, talented regional wedding vendors, inspirational fashion, floral, food, invitation and cake photographs, and several real wedding features.

Click [HERE](#) for downloadable photos of the SB&G Anniversary Style Shoot.

Click [HERE](#) to view video of the 25<sup>th</sup> Silver Anniversary photo shoot.

**Media Contact:**

Jenna Olender – 919-956-2525 [jenna@southernbrideandgroom.com](mailto:jenna@southernbrideandgroom.com)