

For Baking Industry Magazines, Publications and Trade Journals

When Fashion Meets Frosting – It Inspires Ideas: Reporting on the 1st Year Anniversary of the David’s Bridal, Inc. and Cakes Across America Wedding Cake Marketing Partnership

Palm Coast, FL, August 8, 2008: Last year, David’s Bridal, the largest wedding gown and bridal fashion retailer in the world, teamed up with Cakes Across America’s National Bakery Network to create Wedding Cakes Across America, offering wedding cake specialists an innovative marketing program that married fashion and frosting. One year later, the Wedding Cakes Across America venture is one-third of the way to reaching its goal.

In addition to expert resources and information, the company continues to build an elite network of pre-qualified bakers called Select Bakers. Only Select Bakers are authorized to create the cakes designs and colors promoted by David’s Bridal, and only the Select Bakers have access to custom tools and supplies such as stencils and ribbons in David’s Bridal Proprietary Colors. Together, Wedding Cakes Across America and David’s Bridal are making it easy for a bride to color coordinate her wedding from start to finish.

The companies continue to put wedding fashions and wedding cakes on the same page this Fall with a launch of ‘Fashion Meets Frosting - Tasteful Color Cards’ – featuring gorgeous cake designs to complement all the latest David’s Bridal colors and patterns. Fran Greene, CEO of Wedding Cakes Across America, says *“We all know a picture is worth a thousand words. Sometimes it’s hard to visualize how your wedding party colors will convey to a cake. The ‘color cards’ on our website make it easy to see how you can coordinate your wedding – from bridal party to reception party.”* If the bride has chosen David’s Bridal Truffle as her wedding party color, she simply clicks the color in the Wedding Cakes Across America National Gallery to see ideas and inspirations for how that color might best be used on a cake. Online wedding cake shopping is now as fun and functional for the bride as her other online wedding planning. A bride can now see how her wedding colors will look on both the bridesmaids and on the wedding cake by viewing *Tasteful Color Cards* available on the Wedding Cakes Across America website.

David’s Bridal is the industry leader and the only bridal designer to offer consistently true-to-life colors at 100’s of stores across the country. The David’s Bridal bridesmaid collection offers infinite options to help brides easily create a custom look for their wedding day. Wedding Cakes Across America and its elite network of Select Bakers are here to carry that look through to the icing on the cake.

Using the internet as a tool for learning, visualizing, and even shopping has become even more effective as brides use technology to help streamline their wedding planning process. The Wedding Cakes Across America website is the busy bride’s resource for expert wedding cake advice and planning. It features a National Cake Gallery, Tips and Tools, and Select Baker profiles for qualified bakers in the bride’s local area.

Applications are still being accepted for qualified Select Bakers across the country including an exclusive program for bakeries who are interested in working directly with their local David’s Bridal store. Those arrangements are limited and bakers who specialize in wedding cakes are encouraged to apply early or contact Wedding Cakes Across America to learn more about becoming a part of the David’s Bridal family of bridal resources.

About Cakes Across America

For over 16 years, Cakes Across America has been arranging for cakes, cookies and other fresh baked goods to be hand delivered for special occasions from birthdays to national corporate promotions and celebrations. Modeled after the florist industry, the company has developed a national bakery network with thousands of participating bakeries to bake and hand deliver cakes to the home or office with one simple phone call.

The company who made cake delivery “a piece of cake!” is now helping brides find their perfect match in a wedding cake... created, baked and decorated by a pre-approved Select Baker in the bride’s local area.

To learn more about the Select Baker program with Wedding Cakes Across America, call 1-877-WCAA-TOP (1-877-922-2867) or visit www.weddingcakesacrossamerica.com. For information about Cakes Across America, visit www.cakesacrossamerica.com or call 1-800-422-5387.

For more information, contact:

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About David's Bridal:

With more than 50 years of bridal experience, David's Bridal understands the importance of providing brides-to-be with a vast selection of exquisitely crafted wedding dresses, available at affordable prices. Today, with more than 270 bridal stores nationwide, David's Bridal continues to expand its retail store locations, while maintaining its philosophy of superior quality, value and service. To locate a bridal store nearby, consumers can call 1-877-693-BRIDE or visit www.davidsbridal.com. # # #