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PRESS INQUIRIES

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PEARL DISTRICT BUSINESSES ANNOUNCE MODERN BOUTIQUE BRIDAL EVENT

Pearl District businesses will host the Perfectly Pearl Modern Bridal Event to benefit Central Portland Families on Saturday, March 1, 2008 from 11 a.m.-4 p.m. at the Ecotrust Building

PORTLAND, OR (February 5, 2008) Members of the Pearl District business community will host the Perfectly Pearl Modern Bridal Event to benefit Central Portland Families on Saturday, March 1, 2008, 11 a.m.-4 p.m. at the Ecotrust Building located at 721 NW 9th Avenue. The event will showcase the specialty goods, services and venues that make the Pearl District the perfect destination to plan and host weddings.

“The Pearl is one of the great wedding destinations in Portland because it offers everything a couple needs to plan a distinctive wedding, whether it’s stylish and sustainable or refined and elegant,” explains *Oregon Bride Magazine* representative Heather Matheny. “The neighborhood offers a lot of sustainable options—LEED-certified wedding venues, wedding stationery printed on recycled paper with soy-based inks, floral designs crafted from locally grown flowers, reception menus of fresh seasonal ingredients and many other sustainable alternatives—in addition to more traditional choices.”

The Perfectly Pearl Modern Bridal Event is an introduction to the large and rapidly growing community of wedding professionals that live or work in the Pearl District. Nearly 40 local businesses will participate in this event. Not only are these distinctive businesses conveniently located in a picturesque urban setting, they are in close proximity to downtown’s finest hotels, making the Pearl District the perfect wedding destination for couples living in Portland, Oregon and beyond.

Event attendees will preview designer gowns, dazzling jewelry, dramatic floral and more in four themed vignettes. They’ll enjoy butler-passed hors d’oeuvres from the Pearl’s finest caterers and restaurants. Attendees can speak with retailers and learn the latest wedding and registry trends in the exhibition center. They will also have the opportunity to bid on fabulous gifts in the silent auction. Proceeds from the silent auction will benefit Central Portland Families.

Admission to this event is free. Learn more about the sponsors, participants, event and neighborhood by visiting www.perfectlypearl.com.

About Central Portland Families

Central Portland Families (CPF) believes that families are good for the central city, and the central city is good for families. CPF serves families that live, work and play in Downtown, Central East Side, Northwest Portland, Old Town Chinatown, and The Pearl by developing programs that build community and an advocacy voice for families. This group of unpaid volunteers is a collaborative effort between parents, grandparents, children, business owners and caring neighbors. Since their formation in November 2007, volunteers have created a free weekly indoor play space for all central Portland children, and founded Family First Sunday to connect neighbors. Volunteers are also educating city leaders to understand that all families in central Portland will benefit if the city fulfills their own published plans to use Urban Renewal Area funding to build a community center, childcare and school.

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