

The logo for The Wedding Co. is a purple rectangular box with a white border. Inside the box, the words "THE WEDDING CO." are written in a white, all-caps, serif font, centered horizontally and vertically.

THE WEDDING CO.

Source
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For immediate release

Call for cranes, The Wedding Co. takes flight with a soaring social venture!

Toronto, ON – The Wedding Co., an online wedding resource and blog, announced in December 2008 that an art installation called The Chandelier of Cranes, created from origami cranes would be the result of a yearlong social venture to unite brides from around the world. To participate, couples are asked to submit a paper crane labeled with their names, wedding date and city.

February marks the start of an intensive call for cranes, an initiative that will last throughout the project. Catherine Lash, creative director of the company, sees a wedding as a springboard to a new adventure every couple has chosen to embark on. Each crane represents one couple's vision of their future, "the most amazing thing about it is, we don't know where they are all going to go once their symbolic crane takes flight," she says.

The goal is "to create one magical [visual] piece representing patience, happiness, love and diversity," says Stephanie Gareri, the project's coordinator, who will connect with engaged couples and the wedding industry around the world to encourage international participation.

Launched in early January at the company's annual Wedding Show, where over 300 cranes were submitted, the chandelier will feature at the 2010 Wedding Show. For every crane received, The Wedding Co. will donate 50¢ to cancer research: the objective is to collect 5000 cranes. The Wedding Co. will monitor the success of the project on their blog, The Daily News. An accumulative tally along with photographs of individual submissions will be updated weekly.

Origami cranes traditionally appear at weddings to represent good health and wishes. Origami and other DIY projects are growing in popularity at Canadian weddings, especially as creative brides look to lower costs. Using the popular paper fold to unite brides and to fight cancer is an ideal combination.

The Chandelier of Cranes: A social venture by The Wedding Co.

Timeline

- December, 2008: venture announced
- January, 2009: first 300 cranes collected from engaged couples and brides at The Wedding Show
- February, 2009: call for cranes initiative launched
- January, 2010: chandelier highlights The Wedding Show

Objective

- To collect 5000 cranes from couples around the world
- To make the a donation of \$2500.00 to cancer research on behalf of all participants

Purpose

- To create tangible art installation that represents the invisible and shared connections between all newly wed and engaged couples

Inspiration

- Origami cranes are traditionally symbols of health and good wishes and they have been used at weddings for centuries
- DIY wedding projects are on the rise, especially as creative couples cut costs but retain unique elements to their day

Further Information

- The Wedding Co. website: <http://www.theweddingco.com/>
- For instructions on how to make a crane: www.theweddingco.com/diy/#origamicranes
- The Wedding Co. will continue to accept cranes until January 2010, they can be submitted to:
 - The Wedding Co.
 - 110 Givins Street
 - Toronto, Ontario
 - M6J 2X9
 - Canada
- For updates to the growing number of submissions, where Stephanie Gareri has sent pre-made cranes and for images, check The Daily News regularly under the category "Chandelier of Cranes"
 - 1st post: <http://www.theweddingco.com/thedailynews/?p=49>
 - 2nd post: <http://www.theweddingco.com/thedailynews/?p=179>

Our first crane submitted
by Nadia Zuccaro.

