

Press Release

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Toronto, ON: The Wedding Co. 'unveils' couples using simple origami to express personal and cultural identities, to commemorate loved ones, and to wish on for a future of love

The Crane Chandelier Project has been extended and doubled: The goal is now to collect 10,000 origami cranes by 2011 -- 50¢ from each will be donated to cancer research

January '09: The Wedding Co. launched The Crane Chandelier Project. The goal was to build an art piece that visually unites an international community. The wedding services firm asked that engaged and newly married couples contribute a single origami crane in a gesture peace, love and hope, inscribed with their names, wedding date and location. It was initially hoped that 5000 of the paper birds would flutter in from around the world, but since a number of extraordinary couples, requesting to contribute more have contacted The Wedding Co., the goal has been revised. These are a few of their stories:

Trina and Sota: Having left his native Japan at 15, Sota hadn't seen his family until his Laguna Beach wedding to Trina this summer. It was with pride and love that the couple made over 1000 cranes to incorporate Soto's culture for the event as a special welcome to his family. Trina wrote in an email: "Sota tells me that what's best is to donate [all our cranes] together so another wish can be made ... our wish is long health and constant love in our hearts, not only for each other and our family but for everything in life. It fits perfectly with your cause!" Trina and Sota's 1000 cranes are pictured here.



Sebastien wrote: "When we were first dating, Hope left cranes on my desk ... I learned to fold them, and started reciprocating. By the time we got engaged, we had around 250 cranes ... we set ourselves the task of making 1001 for the wedding It would be great to tell our guests that our decorations will be going to a good cause."

Susan also emailed the company: "My fiancé and I would love to donate all our cranes to the Crane Chandelier. My father died of cancer in May 1993, so contributing something extra is especially meaningful to me."

And with that, almost 3,000 cranes were promised by only three couples. The final Crane Chandelier is now hoped to include 10,000 cranes and will coincide with The Wedding Co.'s 10th anniversary in January 2011.

The firm's creative director, Catherine Lash said: "We never dreamed we'd receive more than one crane per couple! I'm thrilled to make this financial commitment on behalf of these extraordinary people." For every crane, 50¢ will be donated (up to \$5000.00) to cancer research and recovery support for patients.

Request a pre-folded crane: <http://www.theweddingco.com/sendmeacrane/> (a stamped return envelope is included)