

THE WEDDING CO.

For Immediate Release

Source  
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### **Introducing Catherine Lash: Toronto's preeminent wedding expert**

Toronto loves weddings! We have the lowest percentage of common law couples in the country and we host 30% of Canada's 150 000 yearly weddings, and this holiday season will be rife with newly engaged couples searching for wedding information - they'll spend up to 18 hours on the internet in the first week sourcing the perfect location, gown, flowers and invitations. In January, thousands of brides- and grooms-to-be will attend bridal events and shows to meet wedding professionals face to face.

*Be sure to have the information your readers, listeners and viewers are looking for and 'engage' Toronto's expert on all things bridal.*

As the **President and Creative Director of The Wedding Co.**, Catherine has built on the many relationships she established in her 10-year career as a wedding photographer; she can predict the stylistic trends of weddings along the evolving needs of Toronto's engaged couples. Both Catherine and The Wedding Co. are becoming household names as trusted resources for engaged couples -- she successfully established the city's only boutique-inspired wedding show 9 years ago, which has become known for its exceptional, handpicked talent; she has also built a website where couples can research the industry along with finding current, relevant advice for planning a wedding.

**Catherine will appear as the keynote speaker at the Wedding Palace Bridal Show in Ottawa on January 9-10,**

*In search of a story to engage your audience? Consider these ideas:*

The top trends for Canadian weddings in 2010; from spending to fashion to the hottest locations.  
How to interview a wedding professional; what to ask and how to compare one with another.  
Making the most out of a wedding show; what to look for and where not to waste time.

To set up an interview with Catherine, please contact her office at 416-597-0143 or email [info@theweddingco.com](mailto:info@theweddingco.com).