

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Monday, January 25, 2010

WEBSITE PROMOTES NORTHERN MICHIGAN AS PREMIER LOCATION FOR DESTINATION WEDDINGS

Harbor Springs, MI - *Northern Nuptials*, *Northern Michigan's Premier Wedding Resource* has launched the online portion of their promotion, www.northernnuptials.com, a site specifically designed to promote destination weddings throughout Northern Michigan. The site is the brainchild of Harbor Springs marketing consultant, Ami Woods, and was developed locally by Gaslight Media of Petoskey.

The main goal of the site is to promote Northern Michigan as a premier location for destination weddings and to increase revenue for Northern Michigan wedding vendors. It is the first cooperative promotion of the area specifically targeting the national wedding market. Woods commented, "Ultimately I want brides across the country to find Northern Michigan as a top search result when investigating possible locations for their destination wedding. There's nothing to say that we cannot compete with the likes of Martha's Vineyard, the Outer Banks or even Key West. We have everything those locations have and more."

An area rich in natural beauty, Northern Michigan boasts some of the country's most stunning resort areas, offering incomparable settings for destination weddings. Sprawling resorts, quaint country inns, historic waterfront hotels, and an abundance of private rental homes dot the shores of Lake Michigan and countless inland lakes and rivers. Northern Nuptials promotes destination weddings in popular Northern Michigan vacation areas such as Harbor Springs, Rogers City, Charlevoix, Bay Harbor, Cheboygan, Petoskey, and Mackinac Island.

For those planning a Northern Michigan wedding, locations are easily accessible via commercial air service to Pellston Regional Airport (Pellston) and Cherry Capital Airport (Traverse City). Charter air service is also available to a number of private airports throughout the region. Countless marinas assist with convenient service by water and highways I-75 and US-131 offer easy commutes by car or coach.

Brides and event planners visiting the Northern Nuptials site will find all the necessary tools for planning the perfect *Up North* wedding in Northern Michigan.

The website, northernnuptials.com, completes the online phase, with other steps of the Northern Nuptials initiative currently in progress. A regional marketing campaign has already been launched with attendance at Chicago and Detroit wedding shows planned for later in 2010-11. Participating vendors will also soon have cooperative marketing opportunities available.

Northern Nuptials is looking to work closely with area Chambers of Commerce and CVBs in collectively promoting the destinations within the Northern Nuptials service area (45th parallel north to the Mackinaw).

Woods sees great potential in the cooperative promotion of destination weddings throughout Northern Michigan. As native of the area, Woods has been involved in event planning and hospitality tourism for over 20 years.

For additional information on Northern Nuptials, please visit www.northernnuptials.com.

END

Contact: Ami Woods, Owner and Editor of Northern Nuptials
231-881-2200, mail@northernnuptials.com