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Community

Latino Bridal & QUINCE GIRL EXPO

New attractions for all budgets at the Fort Worth Expo June 5 in Amon Carter Exhibit Hall, Will Rogers Complex

The longest running bridal and quinceañera expo in Texas, the **LATINO BRIDAL & QUINCE GIRL EXPO** is coming back to Fort Worth. Produced by Strategic Events and sponsored by State Farm, the Fort Worth **LATINO BRIDAL & QUINCE GIRL EXPO** is part of the larger National Tour presented across seven cities, starting in Dallas and ending in Los Angeles. The best in wedding and quinceañeras is all in one place, with the **LATINO BRIDAL & QUINCE GIRL EXPO** in the Amon Carter Exhibit Hall in Will Rogers Complex, Sunday June 5, from noon to 5 p.m.

The quinceañera and wedding day represent important rites of passage in the Latino culture. Whether you are a young señorita looking forward to her quinceañera, or a young woman in love planning her wedding, all women know the commotion that precedes their big day. Turning the dream that's been slowly building itself in your mind over the last few years into reality is quite a feat, especially when you factor in family, in-laws, parents, budget and time constraints.

It is more important than ever to conserve the spirit of celebration while adjusting to current times. The Fort Worth Expo keeps the budget conscious consumer in mind, with the presentation of exciting new dresses, financial advice, and an array of discounts on all your event needs. Despite the recession, Hispanics are more confident in the economy than the general market according to a recent study from consumer research firm BIG research and Televisa Publishing/Digital. In rating their confidence in the US economy, Hispanics ranked 13.1% higher than compared to the general market.

This year's Fort Worth **LATINO BRIDAL & QUINCE GIRL EXPO** offers women and their families the opportunity to comparison shop in one convenient day, allowing families to save valuable time and gas money as compared to taking multiple trips. With almost 100 different vendors: bringing the best variety of photographers, dress shops, travel agencies, videographers, florists, DJs, limousine providers, cadet troupes, choreographers, quinceañera planners and hairstylists within easy reach of every Latina bride and quince girl. All your event needs are under one roof and the variety of businesses guarantees the best deal, helping even the most budget conscious families attain peace of mind and hopefully a bargain or two. Some of the most important elements you will find at the expo and should consider for your upcoming celebration are:

Venue - Every special day needs a special place. Some prefer an outdoor garden setting, or if you have lots of family and friends, a banquet hall may be the perfect location.

Catering - Great food is a trademark of your big event and is sure to keep your guests happy and leave them with fond memories of your day. If you don't already have a caterer, don't overlook this big detail, you don't want your tias cooking for 200 people.

Entertainment - Once the ceremonies are done and people are fed, the real party begins. The latest in entertainment will keep everyone dancing long into the night. DJs will supply the best music, video and lighting, mariachi bands and trios are the traditional fare. Live performances by chambelanes troupes Quality Coreografía & D-Town Fantasy Cadets are

showcased onstage for the quinceañeras.

Look your best - No dream day is complete unless the quinceañera or bride looks like a vision in that dream.

Fashion - Three amazing fashion shows will help you solve your styling dilemmas this year. David's Bridal, La Glitter, and Martha's Bridal Boutique will showcase the newest trends in bridal gowns and offer a line of prom dresses for young ladies to see. Martha Gutierrez, owner of Martha's Bridal Boutique, says, "We're very excited to be participating in this year's Expo. We will present our latest line of bridal, quince, First Communion and flower girl dresses. This year we've tried to make the best of themes and display dresses that fit every girl's personality and party theme."

Couture custom designer and a favorite on the quinceañera dress scene, La Glitter will provide the fashion show with the best in this year's colors, styles and designs. Owner and designer of La Glitter, Jose Alfredo, says "This year we will present our 2011 collection with designs ranging from traditional to vanguard. Pastel colors with black embellishments are the upcoming trend and we have also designed some exotic dresses with feathers, mariachi styled quince dresses and Mardi Gras themed dresses as well."

Also this year, David's Bridal features its new line of Quinceañera dresses. Al's Formal Wear will provide the latest trend in tuxedo styles to accompany each Quinceañera. In addition to the four fashion shows, we are offering a RED CARPET and PHOTO opportunity for Quinceañeras.

Prizes - One lucky quinceañera will win a Grand Prize Give Away of over \$1,000 from presenting sponsor State Farm Insurance. The package includes a dress, accessories, cake, photography and limo service. "State Farm is proud to take part in the Quince Girl Expo because we know that the Quinceañera Celebration is a special time in the lives of many Hispanic members of our community," said Dane Larsen, State Farm Texas Zone Marketing Manager. "We want to make sure we are here to contribute to the celebration of this tradition and to offer our services in this important time for families." Strategic Events, the producers of the **LATINO BRIDAL & QUINCE GIRL EXPO**, will also sponsor a Grand Prize Give Away for one lucky bride valued at more than \$1,000. What better way to start planning for your event...you must be present to win!

The **Latino Bridal & Quince Girl Expo** is open to everyone with a small entrance fee of \$8 and all children under 10 are FREE. Brides, Quinceañeras and the whole family are invited to attend the fun-filled day of activities, and fashion shows. All presentations are done in Spanish and English and are designed to help families begin planning their wonderful event or find the finishing touches. Discounts are offered by bringing a FIESTA Mart receipt at the door. The **LATINO BRIDAL & QUINCE GIRL EXPO** is partnering with some amazing partners to help start off the 2011 tour with a bang.

The **LATINO BRIDAL & QUINCE GIRL EXPO** is presented by State Farm Insurance, Al Dia, Telemundo 39 and produced by Strategic Events, which specializes in Latino events. For more information, contact Cindy Benavides at 214-824-7495 or visit www.latinobridalexpo.com or www.quincegirlxpos.com.

The Greensheet is not responsible for content in this article. For more information, please visit www.latinobridalexpo.com.