

Wedding Planning - There's an App for That!

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[TORONTO, ON \(rushPRnews\) 03/31/10](#) — iBride Inc. today announced a new mobile edition of their popular wedding planner and guide. iBride is a personal wedding planner and directory that lets brides plan their wedding on the go. This app is represents the first step in the birth of a North American wedding network!

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More than 10 million women in the U.S. now own a smartphone, and the number grows every day! The modern North American bride has little time for sourcing products and services and travelling around. iBride makes the entire process simple: seamlessly

integrating the use of today's technologies with centuries of [wedding](#) traditions.

"I really believe that wedding planners in printed form are thing of the past. It's simply more convenient having your easy-to-use planner in your pocket. We hope iBride is going to be a valuable app that fits bride's on-the-go lifestyle," said Dejan Lukac, Application Development Manager , iBride. *"We are the first in the bridal industry to move forward with something so interactive like iBride. Every industry tool grows and progresses to meet modern demands. iBride is our essential next step. Our ultimate goal is to create a wedding network across North America, with versions of iBride on a wide range of different smart phones and mobile devices. We're currently working on iBride for Blackberry, Android and Windows Mobile, and that already makes the iBride app one of a kind."*

iBride is available for 50 major cities in the U.S. and Canada, allowing both local and distance interactive planning. A person living in Vancouver can download the custom app for Seattle and plan their wedding in Washington State! To date, there are more than 20,000 registered local vendors in North America participating in the iBride app!

iBride features include:

- Review of bridal products and services

- Making instant appointments
- Access to maps and GPS assisted navigation
- Keeping personal notes in a planner
- Planning a guest list
- Access to personal wedding checklist and more.

iBride for iPhone and iPod touch is available now as a [free download](#) on Apple's App Store.

Experts in both marketing and technology recognize the power of the iPhone, but until now, there has never been an app like iBride. iBride is a remarkable iPhone application that targets a specific market, and taps into the very demanding culture we live in: *instant information, instant answers, instant response!*

Annually, there are an average of 2.4 million weddings in the U.S. and more than 150,000 in Canada and the wedding industry in the United States generates a staggering 60 billion dollars a year in wedding and ceremony related expenses. Couples are spending ON AVERAGE about \$22,000 on their weddings, both in the U.S. and Canada. Personal connectivity is at an all-time high, and the iBride application meets the demand for instant connection to the marketplace.

The release of the innovative iBride app comes from iBride Inc., a Toronto, Canada company that has created numerous wedding publications and online bridal directories for many years. For more information, visit <http://www.ibride.me> or call (416) 834-2617.

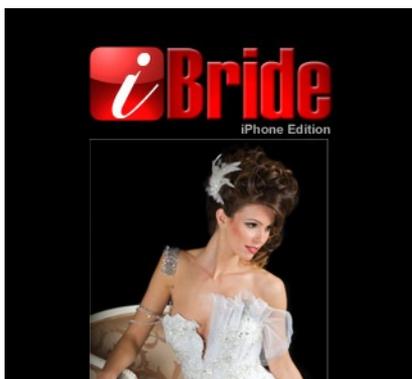
Media Contact Name: George Gikas

Media Phone: 416-834-2617

Media Web Address: <http://www.ibride.me>

About the author:

iBride is North America's most comprehensive [wedding directory, planner, and guide](#), designed to help brides in planning their wedding. We have over 20,000 local wedding professionals that can make your wedding day the magical event it deserves to be.





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