

PRESS RELEASE

Low Budget Fairy Tale Weddings Announces Unique Line of Wedding Favor Bookmarks

Mohrsville, PA - May 23, 2010 - Musselman's Online Publishing and its wedding planning site, www.Low-Budget-Fairy-Tale-Weddings.com have moved into the wedding favor industry by designing custom and personalized bookmarks for couples to use as wedding favors.

Karen Musselman, owner of Musselman's Online Publishing and www.Low-Budget-Fairy-Tale-Weddings.com, launched the wedding favor bookmarks site, appropriately and simply named, www.Wedding-Favor-Bookmarks.com, in answer to the needs of couples who are tightening their pocketbooks and spending less on their wedding plans.

While there are still around 2.2 million weddings each year, couples are cutting back their guest lists and opting for more intimate ceremonies and receptions with their closest friends and family.

But wedding favors for even smaller weddings can cut into the budget, unless you're willing to purchase the same retail favors that everyone else is buying. And even though those favors are pretty and can be personalized, there really is only so much personalization that you can do.

According to a survey recently conducted by "The Knot," the average guest list for weddings in 2008 and 2009 were about 149, but they've seen a large growth in smaller weddings with guest lists in the range of 75 to 150, leading the wedding industry to believe that couples are looking for quality rather than quantity.

And that's what Musselman's Wedding Favor Bookmarks offers its clients - the opportunity to customize their bookmarks in any way they want to. They can supply a favorite photo or ask for particular colors or graphics. They can customize their font selections and even supply their own verse or poem to be printed on the bookmarks. All at no additional cost.

As Karen explains, "We cater to our couples' needs without charging them more for the little extras. We realize that couples are looking for some individuality in their choice of favors and that's something that you really can't do when you buy cookie-cutter favors off the rack at the stores, or even online.

Our wedding favor bookmarks allow our brides and grooms to express themselves more freely by creating favors that are truly unique and can't be purchased anywhere else, while still sticking to their budgets."

Giving bookmarks as wedding favors is something that a lot of couples don't think about because bookmarks are usually related to reading or used as a type of advertising media.

But in reality, bookmarks are one of the easiest and most versatile types of wedding favors that couples can choose since everyone can use a bookmark at some time, and they're the least likely favor to be left sitting on the tables to get thrown away when the reception is over.

"I made bookmarks for our wedding before I even thought of doing this for a business and even though I had 50 extra bookmarks in a basket next to the guest book at the start of the reception, not one was left over at the end of the night," Karen says. "I really felt good about that, like I'd not wasted my money on something that would just get tossed out."

Karen designs her bookmarks herself with the use of desktop publishing software and after printing them with a high quality inkjet printer, they're laminated on both sides with a no-heat laminating machine.

"The no-heat machines prevent the bookmarks from curling like heated machines do," she explains. "And since they're laminated, you get the photo quality printing that most laser printers can't provide, plus they're protected against ink runs and smears with the cold lamination."

While many other retailers charge extra for different customization options and even more to add tassels, Karen provides tassels with every bookmark order, in a variety of colors, not just one or two, at no extra charge.

And most bookmark vendors sell bookmarks for a variety of occasions from Bat and Bar Mitzvah celebrations through weddings and everything in between.

Karen focuses solely on wedding themes including engagement announcements, bridal showers, wedding favors, vow renewal ceremonies and anniversaries, giving her clients a wider choice since nearly all of her designs can be tailored to any type of wedding-themed event.

"When people come to my site, they're there for a wedding-related event," Karen says. "They're getting ready to spend money on what is probably the most important and biggest day of their lives. I think they deserve to have the widest possible selection to choose from. And if it's not on my website yet, I'll certainly customize it for them."

About Musselman's Online Publishing

Karen Musselman publishes the online information website, Low-Budget-Fairy-Tale-Weddings.com, to help couples save money and still have the wedding of their dreams. Wedding-Favor-Bookmarks.com is a division of Musselman's Online Publishing

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