

NEWS RELEASE

Media Contact: Citrus Public Relations for Unveiling Weddings
Lauren Forgione or Dana Humphrey
lauren@citruspublicrelations.com
dana@citruspublicrelations.com
858-720-0910

Twitter: www.twitter.com/readytowed
Facebook: www.facebook.com/UnveilingWeddings



“Unveiling Weddings” Book Launches as the Something Blue for Today’s Bride

Co-Authors mix narrative stories and solid psychotherapy tools to create a fun-loving read that brings peace of mind for brides-to-be

San Francisco, CA – The old adage, “Something old, something new, something borrowed, something blue” just got a modern gift idea for the bride-to-be before her wedding day with “Unveiling Weddings,” a smart read written by two psychotherapists who bring a collection of stories and advice for brides to make the most out of their engagement. The book gives readers emotional support to find clarity, balance and joy leading up to their big wedding day and it’s the perfect girlfriends’ guide to support the bride from “Yes” to “I Do!” With a cauliflower blue book cover and illustration of a bride riding a bicycle with her feet up in the air, the book instantly references the balancing act brides face during their engagement that can turn any self-assured woman into an anxious “bridezilla.” On November 29, 2010 “Unveiling Weddings” will be available for purchase at www.amazon.com or on www.unveilingweddings.com for \$14.95 in a 173-page paperback edition.

Co-authors Rebecca Sacerdoti, Ph.D., and Tasha Jackson Fitzgerald, M.A., who make their living helping individuals navigate their major life transitions, were struck by the intensity of issues a bride-to-be faces when planning her wedding. From cultural and social expectations to relationship fears and amplified family dynamics, an engagement brings an immense opportunity for a bride-to-be to get a better understanding of herself and her relationship with her future husband. Through a variety of narratives and comforting psychological guidance, “Unveiling Weddings” brings a chance for brides-to-be to feel nourished throughout the marriage planning process. With chapter titles such as “I Am Engaged, But I Feel a Bit Zany,” and “Relationships: Managing the 3 F’s Without Letting the ‘F’ Word Sneak In” the book will

bring smiles, serenity and happy tears for the bride-to-be who reads about the myths and legends passed down from one generation to the next. This shared knowledge can help a woman experience her engagement as a time of empowerment and as an opportunity to improve her relationships.

“I was able to smile at things that happened on my wedding day, like when my mother-in-law took it upon herself to surprise us all with a song to her son to the tune of Celine Dion,” said former bride Michelle Walsh. If I hadn’t read the book “Unveiling Weddings,” I might not have had the insight to put my ‘quickie calmer’ into action and remember that everything will work out – now the story brings laughs to my husband and me.”

According to the Bridal Association of America, there were more than two million weddings held in 2009 with an average engagement lasting 17 months. Today’s bride is more aware about constructive psychotherapy tools that can be instrumental in helping to ease the challenges leading up to the big day, yet schedules and budgets may not allow for one-on-one scheduled visits to a therapist. For those brides, “Unveiling Weddings” is a welcomed “something blue” that will bring peace of mind leading up to and on her wedding day. In addition, the book may also be referenced as a tool as part of an ongoing therapist practice with brides-to-be nationwide.

“We wanted to write a book that would support women through this important rite of passage by providing them with stories and psychological insight, so they could get the most of their engagement,” said Rebecca Sacerdoti, who has a doctorate in psychology. “As co-authors, Tasha and I worked tirelessly to capture the best stories and write in a style that makes the book accessible and fun-loving. We’re proud that “Unveiling Weddings” can be read from front to back or flipped through for the chapters of interest that a bride-to-be can turn to when she needs it.”

Brides can also engage with the expert authors and fellow readers through social media channels including Facebook (www.facebook.com/unveilingweddings) and Twitter (www.twitter.com/readytowed). Through these interfaces, the authors will share information on upcoming book signings, recommended resources, nuggets of wisdom, and more. The online resources are a welcomed addition to the host of wedding conversations taking place, as well as the resources found in “Unveiling Weddings.” The book’s focus is helping brides to find their authentic voice and experience during their engagement rather than seeking to aspire to a level of unachievable perfection.

More information about “Unveiling Weddings” can be found by visiting www.unveilingweddings.com or by e-mailing unveilingweddings@gmail.com.

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