



August: News release 2008

## **Pink Weddings to launch in the USA**

Pink Weddings Ltd is set to take its successful same-sex wedding expertise into the US market. It is currently finalizing negotiations with key suppliers and will be launching into the massive market later this year with its head office in the state of Arizona.

Pink Weddings LLC [www.pinkweddings.us](http://www.pinkweddings.us)

Gino Meriano founder and gay rights campaigner says "the success of Pink Weddings™ has already helped thousands of gay and lesbian families in the UK and across the globe. After about a year of research and planning we're excited to start our equality and civil rights campaign in the fabulous state of Arizona."

Established in 2002, Pink Weddings: the group™ has been campaigning for same-sex rights for over 6 years in the United Kingdom and actively building the gay ceremony and celebration market in destinations around the world, including South Africa, Gran Canaria, Spain, Italy, France, Thailand, Switzerland and Prague.

Meriano continues "Our mission is to support those organizations in the USA fighting for same-sex family rights and to introduce the concept of Federally recognized Civil Partnerships across all the states of the USA.

In a recent report Arizona's Senior Senator John McCain and Presidential Candidate stated that a Marriage and a Union hold a unique status between one man and one woman that should be preserved. McCain did however go on to state that he does feel that people can enter into a legal agreement. McCain has therefore opened the way for the introduction of Civil Partnerships in the state of Arizona, something I will personally be discussing further in the coming months".



Pink Weddings LLC are proud to be associated with Equality Arizona and the Greater Phoenix Gay and Lesbian Chamber of Commerce who have been supportive to our cause. Pink Weddings LLC will also bring another first of its kind by launching the first Gay Wedding Expo at the 2009 Phoenix Pride.

Mike Meriano, Vice President of Brand, says "We have built on our core identity for the launch of our LLC in America. The word mark includes 'America' to symbolise the campaign for full federal recognition of same-sex relationships across every state and the commonwealth. The stylised rainbow petal gerbera signifying our pride as part of our gay and lesbian community is replaced by a rainbow carousel of graphic symbols inspired by the art and history of Arizona where our head office is located".

#### **Pink Weddings LLC: the launch in brief**

- Website launches October 1<sup>st</sup> 2008
- Pink Weddings LLC sponsors Phoenix Pride and brings the first ever Gay Expo of its kind over the weekend of the 18<sup>th</sup> and 19<sup>th</sup> April 2009, [www.phoenixpride.org](http://www.phoenixpride.org)
  - three amazing ceremonies planned to be held for couples at Pride
    - three amazing prizes to be won in California, Toronto and the United Kingdom
- Supported by Equality Arizona, [www.equalityarizona.org](http://www.equalityarizona.org) to lobby and effect legal changes for gay and lesbian families
- Proud members of the GPGLCC (Greater Phoenix Gay and Lesbian Chamber of Commerce) - <http://www.gpglcc.org>
- Echo magazine supports Pink Weddings LLC, the most read publication of its kind in Arizona, [www.echomag.com](http://www.echomag.com)



- Partners with Arizona Pride Publication and launches a dedicated gay weddings section on [www.gayarizona.com](http://www.gayarizona.com)
- Launches dream-trip travel packages for couples to propose, take their honeymoon or simply use as a getaway through our partners at [www.gmjtravel.com](http://www.gmjtravel.com)
- Demonstrating Pink Weddings commitment to inclusivity and championing a first in the opposite-sex market in Arizona.
  - Pink Weddings LLC partners with Arizona's largest bridal fair in June at the Phoenix Convention center with over 600 exhibitors [www.bridalfashiondebut.com](http://www.bridalfashiondebut.com)

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**Notes to editor:**

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Logo and Images available on request

**Pink Weddings LLC**

Launches October 2008

[www.pinkweddings.us](http://www.pinkweddings.us)

**Pink Weddings Ltd**

Celebrating 6 years of gay wedding planning and campaigning for same-sex couples

[www.pinkweddings.biz](http://www.pinkweddings.biz)

**The Gay Wedding Show LTD**

Celebrates its 5<sup>th</sup> year in civil partnerships exhibitions

[www.gayweddingshow.co.uk](http://www.gayweddingshow.co.uk)