



THE NATIONAL
BRIDAL
SUMMER EVENT

FOR IMMEDIATE RELEASE:

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SEVENTH ANNUAL NATIONAL BRIDAL SALE EVENT

July 16-23, 2022

It's Not Just A Sale, It's An Event

We've changed our name to National Bridal Summer Event!

The seventh annual National Bridal Summer Event (NBSE) takes place July 16-23, 2022. (Though many salons extend the event further). Nearly 500 independent, locally-owned bridal retailers will participate in this event meant to offer brides, bridesmaids, and wedding guests an unprecedented opportunity for substantial savings. The National Bridal Summer Event has become an annual tradition for the bridal industry similar to a Black Friday or Small Business Saturday for other retail stores. It is recognized by Chase's Calendar of Events and scheduled annually on the third Saturday in July," says the event's creator, Sue Maslowski, owner of Jay West Bridal in Haddonfield, N.J.

"It also means brides do not have to shop the Internet for price," Maslowski says. "They can walk into any participating bridal salon across the country on that day and touch, see and feel what they are purchasing with no surprises. And often, they can take the gown home the same day!"

For a list of participating bridal shops, brides can visit [National Bridal Summer Event](http://NationalBridalSummerEvent.com). The site also offers brides a guide to successful shopping for a wedding gown as well as changing features such as the bridal-shop-of-the-month, etc., that brides will find useful. Brides can also download a coupon good toward wedding gown cleaning and wedding gown cleaning and preservation at a nearby Certified Wedding Gown Specialist.TM

Brides can also visit a sister site <https://comefindyouryes.com/> to learn how to choose the perfect gown and why a full-service bridal shop is the best place to shop.

Organizations supporting the event are Association of Wedding Gown Specialists, BridalBoutiques.us, *Bridal Guide*, International Bridal Manufacturers Association (IBMA), National Bridal Market Chicago, VOW | New World of Bridal®, TheKnot.com, *Vows Magazine*, WeddingWire.com and Bruce Campbell Marketing.

For more information about how to participate in the event, bridal salons, manufacturers, and sponsors can contact NBSE at nationalbridalsale@gmail.com.