



NEWS RELEASE

THE CREAM OF SCOTLAND'S WEDDING INDUSTRY SHINE AT VOWS AWARDS 2009

Scotland's leading wedding suppliers were celebrating at the VOWS Awards Monday night (9th November), when almost 600 people from the country's top wedding companies attended the only award ceremony of its kind in Scotland.

Winner of the Bridal Dress Retailer Award was Wedding Daze.

Lynsey collected the award, and said at the time of winning to The VOWS Awards TV crew:

"I'm absolutely over the moon, a bit shaky, very emotional but very pleased. It's a team effort as well; the girls just can't believe it. There were another seven finalists so I think it was a very strong category with lots of very good healthy competition."

Now in its fifth year, the **VOWS AWARDS 2009** (Voted **O**utstanding **W**edding **S**upplier) is a celebration of Scottish wedding companies offering the best possible service to couples planning their big day. All votes were cast either online or by post, by brides and grooms themselves, with the winners chosen from the shortlisted list of nominees by a panel of industry professionals – Susi Rogol from Bridal Buyer Magazine, Kirsten Bell from Visit Scotland, Investors in People's Alice Jones and Stewart Roxburgh, who represents Scottish Enterprise.

This year over 10,000 votes were cast by members of the public (2,000 more than last year), making VOWS the biggest and most representative awards ceremony of its kind in Scotland.

The 20 winners were announced at a gala dinner at the Hilton Glasgow Hotel, and the evening was hosted by comedian Craig Hill, who said: "I got a real buzz out of doing the VOWS Awards at the Hilton. It really was a fantastic evening and lots of fun; the atmosphere was positive and upbeat... and it's only right that they celebrate all that's good about the Scottish wedding industry; everyone involved should be very proud of themselves."

The 20 VOWS Awards were selected by a panel of four experienced, independent judges who decided on the overall winners. One of our judges, Stewart Roxburgh of the National Textiles and Fashion team at Scottish Enterprise, was delighted by the high standard of the nominees and winners in all categories. "This is my first time on the panel and I can honestly say I have been thoroughly impressed by the organisation and running of the event. Scottish Enterprise is pleased to be involved in judging the VOWS Awards as they are made to businesses that exceed customer expectations and focus on excellence and innovation. Understanding how to retain and excite



every customer is critical to business success, especially when times are so hard for small businesses."

For a full list of winners, check out www.vowsawards.co.uk

-ENDS-

PRESS:

For more information on the awards, who's won, interview opportunities and/or images, contact Liz Howells at the VOWS Awards on 0141 445 7930, or liz@vowsawards.co.uk