

**For Immediate Release**  
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## **Brides Says “Yes!” To Winning “the” Dress!**

### **Christian Lane Bridal Gives Away \$1500 dress at the Duluth Wedding Show**

Christian Lane Bridal owner, Shar Barnes, wanted to make big statement during their first year participating in the long running Duluth Wedding Show. The store, located on Highway 53 in Hermantown, has seen steady growth in business over the last year, but they still hear from people who don't know of them. Together, Shar and her daughter Briana, came up with the idea of giving away a dress at the Wedding Show. “We knew that would get people's attention.” explained Briana and it did both on a facebook post before the show that was seen by over 4,000 people and at the show, as excited brides-to-be crowded around their booth for the 2PM drawing.

Shar elaborated, “Bri picked her favorite gown from the our Allure line, it's just stunning – but we know how the right dress is key for the bride's big day, so if they don't want this dress, they can choose their perfect dress, up to a \$1500 value, from one of our many popular lines.”

And that's just what winner, Kimberly Kroll from Superior, WI will do. While the Allure dress is beautiful, she thinks it may be a bit much for her petite frame. “I was ecstatic to find out I won!” Kimberly said, “Out of all the girls there, I can't believe I won. I think winning a dress is even better than the grand prize trip!” Kimberly's wedding will take place in Duluth in 2017 and she's very excited to shop for her gown at Christian Lane Bridal. She thought she might put the money she's saving by not having to buy her dress into their venue choice or their honeymoon.

“The show was great, very busy.” said owner, Shar, “We met many brides that had not heard of us.” She, Briana, and the team up a Christian Lane are looking forward to helping Kimberly and the other brides they met at the Duluth Wedding Show. Christian Lane stays on top of the trends with new arrivals from their vendors throughout the year. They are Minnesota's only Authorized Dealer of the popular Maggie Sottero brand north of the Twin Cities, they also carry bridal gowns by Allure, Mori Lee and Alfred Angelo.

The perfect wedding dress, prom or formal gown isn't all you'll find at Christian Lane Bridal, they receive many compliments on their stylish shop and top-notch customer service, making them a must stop for area brides. Visit them at 4871 Miller Trunk Highway, in Hermantown.

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