

HERE COME THE BRIDES

It has been called all sorts of names all punting it as the alpha day, and the holy grail of all days. From 'the day every girl dreams of since they were a little girl' to the happiest day of one's life to even the day one's life begins, the wedding day is an unparalleled occasion where time and money are unsparingly invested. One always has to make sure that all the details are perfect, from their own looks which need to be on point, the decor, to even the day's entertainment.

In tribute this previously established important day, this weekend the city of Jo'burg will once again host one of the biggest wedding events on the continent, The Wedding Expo 2012. Held at the Coca Cola Dome from the 25th to the 26th of August the bi annual event promises to be bigger than ever, promising all brides more exhibitors and more workshops lined up for the 2 day extravaganza. As South Africa's oldest bridal expo dating back to 2002, the event prides itself in its numbers, garnering over 300 of the best exhibitors from around the globe and 15 000 visitors from all over Africa. Throngs of people from Botswana, Mozambique Zambia, Angola and Namibiadescend upon the event to splurge out on shopping sprees or find inspiration for their own big day.

With Botswana being a primary target market for the show the organisers of the event together with South African Tourism, have teamed up with local travel agencies to ensure that none is left out. With Joburg being a mere 4 hours drive from Gaborone an amazing 400 people attend each event from our country in preparation for getting hitched or accompanying somebody who is. This year we expect no different, with the travel companies already reporting record bookings. Companies such as the new Reeca Travel in Gaborone have designed specific packages that will include round trip travel, accommodation, food, drinks, tickets to the event and other complimentary pleasant surprises, providing the most convenient travel arrangements for those making the trip.

As expected many engaged women with their fiancés, bridesmaids or loved ones in tow will be either signing up with the travel agency, or making their own arrangements for the trip down south on Saturday. To do lists are also being drawn up or are in place for all the things that need to be seen, experienced or booked while at the show. The daily workshops featuring top South African wedding suppliers and international guest speaker Sarah Haywood, wedding planner extraordinaire and celebrity sought after, will be much looked forward to. These will be the cherry on top for the betrothed at the already activity packed show, with the Sarah and the guests imparting ideas and inspiration on how to best achieve that dream wedding.

Though the bachelors and bachelorettes may take it for granted, the pressure is understandable. If it's the first day of the rest of your life it is absolutely imperative that you start off on the right note, and that means the very best that you can afford. For a short while forget global warming and the looming double dip recession, your biggest nightmare right now should be not finding the right colour garter or carpet, settling for mediocre makeup or hair, the wrong place setting technique or God forbid using that outdated marquee tent. Enter Wedding Expo 2012.

For more information, go to or www.southafrica.net/Botswana or <http://wedding-expo.co.za/>