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Award-Winning Wedding Planner, Camille McLamb, Releases “Top Ten Ways to Personalize Your Wedding.”

Chicago (June 13, 2011) – Camille McLamb today released “Top Ten Ways to Personalize your Wedding.” In this new article, the award-winning wedding planner and founder of Camille Victoria Weddings LLC, shares her tips on how brides-to-be can create a one-of-a-kind wedding experience for their guests.

“Brides today want their weddings to be memorable – not just for themselves but also for their guests,” McLamb said. “This article educates brides on how they can use personal touches to wow their guests and make their weddings stand apart.”

Recent surveys have shown that a growing trend in wedding planning is the move towards personalization. For example, The Knot’s 2010 Real Weddings Survey found that 15% of brides are showcasing additional entertainment during their weddings, beyond the typical DJ or wedding band (up from 11% in 2009). Theme weddings are on the rise, and couples are increasingly incorporating personal monograms and logos into their wedding design.

“Wedding celebrations are now looked upon as a chance for couples to share their interests and history with friends and family,” McLamb said. “So, we’re seeing less of the cookie-cutter weddings and more custom features. For today’s couples, the goal is definitely to entertain their guests and create a unique event that reflects their personalities.”

About Camille Victoria Weddings LLC:

Camille Victoria Weddings LLC is a premiere wedding planning company based in Chicago, Illinois. Founder, Camille McLamb, has been quoted as a wedding expert by *Wedding Guide Chicago* and is the wedding advice columnist for *The Windy Citizen*. Her writings have also been featured in *Modern Bride Magazine* and on *Bridal Tweet*. Camille Victoria Weddings won WeddingWire’s 2010 Bride’s Choice Award. Additional information is available at: www.CamilleVictoriaWeddings.com.