



MEDIA ADVISORY
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Operation Homefront Giving Away FREE Bridal Gowns to Military Brides-to-Be

WEST PALM BEACH – “I am so grateful for the gown I received from Operation Homefront and Alfred Angelo. My wedding will be perfect,” says Dawn, a future bride-to-be.

“Operation Homefront provided me with the gown of my dreams, allowing me to renew my vows with my husband of 25 years” says Carol, a military bride. These brides and dozens more have been able to plan the wedding of their dreams, with a free bridal gown, courtesy of Alfred Angelo and Operation Homefront-Florida.

Alfred Angelo provided Operation Homefront-Florida with almost 200 gowns in August of 2008, of all styles and sizes, specifically for the military personnel of Florida. Any woman who is in the military or marrying someone from the military can apply for wedding gown free of charge. “A wedding gown is such a vital part of the whole experience,” says Debbie Dragone, Program Manager of Operation Bridal Gown, “this gift helps the bride to concentrate on other aspects of the wedding. AND this is one less expense for the new couple to worry about.”

New and improved pictures of the bridal gowns have been taken courtesy of David Keefer, owner of *On Time Photography* in Boca Raton. Not only did David donate his time and studio for the photo shoot but he is also willing to provide any military couple a discount on their wedding photography package. Even the models donated their time to support Operation Bridal Gown.

Operation Bridal Gown still has many gowns to give away thanks to the generosity of Alfred Angelo, the world’s leading manufacturer of bridal gowns and bridal party attire. Operation Homefront requires proof of military status and the rest of the process is simple. For more information about Operation Bridal Gown, go to Operation Homefront’s website, www.operationhomefront.net/florida.

“We are thrilled to be able to partner with Operation Homefront, Florida for such a wonderful cause. To know that Alfred Angelo is able to help make the wedding dreams of our committed men and women come true is a wonderful way to be able to give back for all that they sacrifice in serving our country,” says Amanda Sheronas, Director of Public Relations for Alfred Angelo,

To learn more about Operation Bridal Gown contact Debbie Dragone, Program Manager of Operation Bridal Gown, at 561-862-2421 or email her at Debbie.dragone@operationhomefront.net .

About Operation Homefront

Operation Homefront provides emergency assistance for our troops, the families they leave behind and for wounded warriors when they return home. A national nonprofit, Operation Homefront leads more than 4,500 volunteers in 30 chapters nationwide, and has met more than 202,000 needs since 2002. Operation Homefront is a four-star rated charity by watchdog Charity Navigator. Nationally, 92 cents of every dollar donated to Operation Homefront goes to programs. For more information, please visit www.operationhomefront.net/Florida or call 888-390-0843.



About Alfred Angelo Bridal

ABOUT ALFRED ANGELO

Founded in the 1930s by Alfred Angelo Piccione and his wife, Edythe Piccione, Alfred Angelo is the world's leading maker of wedding gowns and bridesmaid dresses. Their son and daughter, Vincent Piccione and Michele Piccione, now run the company. Under the direction of designer Michael Shettel, the Alfred Angelo bridal collections exemplify the qualities for which Alfred Angelo is known: providing elegant, high-quality bridal and formal dresses at affordable prices. The *Alfred Angelo*, *Alfred Angelo Sapphire*, and *Piccione* bridal collections are designed to include a broad range of silhouettes in beautiful fabrics, embellished with exquisite embroideries, beading and laces.

Alfred Angelo bridal gowns, bridesmaid dresses, flower girls, special occasion and mother's dresses are available in 50 Alfred Angelo retail stores located in California, Texas, Florida, New York, Pennsylvania, Maryland, Oklahoma and Ohio, as well as 1500 independent retail stores across the U.S. Each store carries a wide selection of Alfred Angelo bridal and bridesmaid dresses, available in sizes 2 to 28W. A bride can choose a gown from our "Dream In Color"™ collection, customizing her gown with trim in 55 colors. And her maids, mothers and flower girls can all match perfectly with the same 55 color choices.

Alfred Angelo offers every bride the wedding gown she's always dreamed about, and the ability to make the vision of her perfect day a reality.

Alfred Angelo...Your Wedding, Just How You Dreamed It Would Be.

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