

## **FOR IMMEDIATE RELEASE**

Media Note: Digital headshot of Preston Bailey is available. Photo credit to John Labbe.

### **EMPIRE STATE BUILDING AND PRESTON BAILEY PARTNER FOR ICONIC LANDMARK'S 19<sup>TH</sup> ANNUAL VALENTINE'S DAY WEDDINGS CONTEST**

**New York, NY (October 17, 2012)** – The Empire State Building (ESB) and Preston Bailey today announced a strategic partnership to launch the 19th annual Empire State Building Valentine's Day Weddings Contest. Entry details and contest rules will be posted to the Empire State Building's Facebook page in mid-November with contest winners announced by early January. Details will also be posted to [www.prestonbailey.com](http://www.prestonbailey.com).

Celebrity event designer Preston Bailey, known for his custom, bespoke wedding and premier event designs, will collaborate with ESB on the 19th annual Empire State Building Valentine's Day Weddings Contest, inviting couples across the country to submit their love stories for a chance to win a wedding of a lifetime, designed by Preston, at the iconic landmark. Three lucky couples will be selected from the entries.

This highly anticipated annual event generates tremendous excitement amongst engaged couples as the contest provides the only opportunity to exchange vows at the iconic landmark. While requests are received everyday from couples around the world wanting to get married at the Empire State Building, only on February 14 will three fortunate couples have their dream weddings come true with the help of Preston Bailey. For any couple planning their wedding event, Preston's involvement symbolizes the epitome of creativity, originality and personalization.

"I am thrilled to partner with the Empire State Building to create unforgettable dream weddings for three lucky couples," says Preston. "The Empire State Building is an iconic destination with a rich history that continues to stand the test of time, much like the perfect couple coming together to get married and continue their personal history and build a life into the future. It will be an honor to be a part of making the couples' dreams come true on their special day."

Melanie Maasch, Director of Brand Development and Public Relations at the Empire State Building stated, "For over 80 years, the Empire State Building has been an iconic destination for lovers, especially on Valentine's Day. With Preston's recognition and expertise, we are confident that this partnership will create an even more enticing reason to enter the contest and potentially be selected to have a stylish, elegant wedding at an important destination matching

the importance of the couple's wedding day."

### **The Empire State Building**

Soaring 1,454 feet above Midtown Manhattan (from base to antenna), the Empire State Building is the "World's Most Famous Office Building." With new investments in infrastructure, public areas and amenities, the Empire State Building has attracted first-rate tenants in a diverse array of industries from around the world. The skyscraper's robust broadcasting technology supports all major television and FM radio stations in the New York metropolitan market. The Empire State Building was named America's favorite building in a poll conducted by the American Institute of Architects. The Empire State Building Observatory is one of the world's most beloved attractions and is the region's #1 tourist destination. For more information on the Empire State Building, please visit [www.esbnyc.com](http://www.esbnyc.com), <http://www.facebook.com/empirestatebuilding>, or @EmpireStateBldg.

### **Preston Bailey and Preston Bailey Designs**

Preston Bailey is recognized as the premier event and wedding designer with more than 30 years of experience under the auspices of his namesake company, Preston Bailey Designs. He is best known for his ability to completely transform generic (sometimes no more than a shell) spaces, into opulent, theatrical environments, translating his clients' fantasies into awe-inspiring reality. In August 2010, Preston partnered with Lovegeivity's Wedding Planning Institute to create the first-of-its-kind online course. As an extension of the existing courses, Preston launched a Floral Design Course series in September 2012. Also recently announced is a new, signature collection of event and wedding reception tabletop accessories to be launched in 2013 with Weddingstar. As an author, Preston has written five bestselling books: *Design for Entertaining*, *Fantasy Weddings*, *Inspirations*, *Celebrations* and *Flowers*, which was published by Rizzoli in September 2011 and is already in its third printing. His forthcoming book is *Dear Preston: Doing Business With Our Hearts* (Greenleaf, 2013). Preston Bailey Designs is a privately held company with headquarters in New York City. For more information please visit [www.prestonbailey.com](http://www.prestonbailey.com). Follow Preston Bailey on Facebook and on Twitter @prestonbailey.

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