



SAVE  
THE  
DATE

# Master the wedding

By METRO CREATIVE

**M**any couples' weddings take more than a year to plan. Couples want all of the special people in their lives to witness their vows, and giving guests advance notice can ensure as many loved ones as possible attend the ceremony.

To be certain that guests have ample notice to clear their schedules, many couples now turn to save-the-date cards, which announce weddings well in advance of the actual wedding day.

Save-the-date cards once were reserved only for weddings that required travel or special circumstances, such as destination weddings. But such cards have now become commonplace for all weddings. That's because many people plan vacations or business trips anywhere from four to six months in advance. Busy people require plenty of notice to include this important date on their calendars, particularly when wedding dates fall during popular travel seasons or around the holidays.

Kleinfeld Bridal, a premiere New York bridal boutique, says that save-the-date cards are typically mailed six to eight months prior to the wedding, though some are sent as early as a year before the big day. Once a date and a location is secured, save-the-dates can be ordered and mailed.

Save-the-date cards require couples to assemble their guest lists well in

advance of the wedding. The leading bridal resource The Knot notes that everyone who will get a wedding invitation should also receive a save-the-date card. There's no turning back once cards are sent, so couples will need to be certain everyone they want to attend is getting advanced notice.

It's acceptable to mail save-the-date cards even if some wedding day details are still up in the air. Guests really only need to know the date and location of the wedding. Couples also can use the save-the-date card to direct invitees to a wedding website where guests can learn the details of the wedding as they unfold.

RSVP information does not need to be included on the save-the-date card.

Save-the-date cards are much less formal than invitations, so couples can have fun with them. They can showcase couples' clever personalities or funny quirks. Keep in mind it is in poor taste to mention gifts or registries on save-the-date cards. There will be plenty of time to direct guests to registries later on.

Couples are increasingly turning to save-the-date cards when planning their weddings to make sure busy friends and family will have enough time to make plans to attend their weddings.

## Did you know?

Brides prefer their wedding guests purchase wedding gifts from their registries. According to a poll conducted jointly by The Knot and Kohl's Bridal Aisle, nearly 85 percent of the 15,000 brides polled said they want their guests to buy items from their registries. Wedding guests need not worry about the accessibility of those registries, as the poll also found that 98 percent of brides have at least one registry online or in a store. Brides-to-be can improve their chances of getting gifts from their registries by registering with nationwide stores their guests can visit regardless of where they live and/or by linking their registries to their wedding websites. Couples who do not plan to create wedding websites can include registry information with their wedding invitations.



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