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## **GAY WEDDINGS SITE BECOMES LARGEST RESOURCE OF ITS KIND**

WASHINGTON - TwoBrides.com and TwoGrooms.com announced its acquisition of GayWeddings.com, which became the name encompassing the combined entities. The purchase launches GayWeddings.com to the forefront of the burgeoning same-sex wedding industry.

Ownership of GayWeddings.com transfers from its founder to the mother-daughter executive team of Gretchen Hamm, so-called "straight mom" to the same-sex wedding industry, and Kathryn Hamm. The new team assumes the roles of chairman and president respectively.

Forbes.com estimates that if same-sex marriage were to be legalized in the United States today, it would pump \$16.8 billion into the wedding industry, while a recent ResearchMarket.com survey projects the total buying power of LGBT community to be \$641 billion.

"As the leading online boutique dedicated to providing resources to same-sex couples who seek to affirm their life-long partnerships, GayWeddings.com is poised to change the landscape of the wedding industry through serving the underserved GLBT community," Kathryn Hamm said. "This strategic acquisition enables us to reach farther, to provide greater service and to truly fulfill the needs of same-sex couples around the world who wish to celebrate their love for one another through ceremony."

Currently, five countries and Massachusetts fully recognize same-sex marriage. Meanwhile, 17 countries in addition to California, Connecticut, Hawaii, Maine, New Jersey, Vermont and the District of Columbia observe civil unions, domestic partnerships or offer other legal recognition of same-sex couples.

TwoBrides.com and TwoGrooms.com was founded in 1999 by Gretchen Hamm, who became frustrated by the lack of resources available to same-sex couples while planning a wedding for her daughter Kathryn. TwoBrides.com and TwoGrooms.com were "the first such online boutiques to cater to the GLBT community" that same year.

Based in Dallas, Texas and Washington, D.C., GayWeddings.com serves the under-served GLBT community with its community forum, national gay-friendly vendor directory, wedding planning seminars, consultation services, personalized customer service and its online boutiques, which feature hard-to-find gay wedding items including certificates, invitations, cake tops, albums, guest books, personalized accessories and more. Through advocacy, relationship building and education, GayWeddings.com strives to affect change in the wedding marketplace.

For more information, please visit [www.GayWeddings.com](http://www.GayWeddings.com).