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EVENT PLANNER ALLISON SARGENT ON TRACK TO ARRANGE WEDDING WITH STAR TREATMENT FOR HIT REALITY SHOW

Montclair, New Jersey (March, 2007) – Allison Sargent, president of Montclair-based Allison Sargent Events, recently aced her New York City audition for the role of a wedding expert in one of the upcoming segments of the Style Network’s hit reality show “Whose Wedding is it Anyway?” Now, producers, who typically interview dozens of other event professionals each month for the role, are planning to connect Ms. Sargent with a couple soon to be married.

Casting Director Danielle Wilkinson of True Entertainment, which produces the wedding/reality show for the Style Network, a division of E! Entertainment Television, is working to feature Ms. Sargent’s event planning concepts in an upcoming show. The segment is expected to be presented to TV audiences in the late summer or fall. The popular program, which has already gained a substantial viewing audience, looks at all the planning, effort and resources invested in creating a successful wedding. The show also focuses on the wedding couples’ unique personalities and how they interact with their friends and family as well as their event planner during the weeks leading up to their nuptials.

“During the audition, I was asked about my approach to counseling and guiding a couple through planning, budgeting and preparing for their wedding and reception,” said Ms. Sargent. “I think the audition offers a taste of what can be expected when the cameras start rolling.”

The show’s camera crew will, in fact, begin taping the day Ms. Sargent is introduced to the couple. From that moment until the couple’s last dance at the reception or the bride tosses her bouquet, the crew will be there, too. They will capture Ms. Sargent, as she helps the bride and groom turn their ideas into the wedding reception that reflects who they are and what they want to say about their marriage. The big difference is that the couple will not just be saying it to their family and close friends, but to a broad TV audience who will feel like they’re part of the party.

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About Allison Sargent Events

Allison Sargent Events is a full-service organization that plans, creates and executes custom-crafted social occasions for individuals. The firm also develops events for corporations and not-for-profit organizations. One of the firm's special capabilities is developing and building alliances between companies and non-profits that serve the needs of both partners.

The company's owner, Allison Sargent, has 17 years of experience planning a full range of wedding celebrations from intimate receptions for 50 people to grand, weekend-long events that include multiple occasions in various venues for as many as 500 guests. She has planned weddings in the New York/New Jersey metropolitan area and in other locations around North America. Photographs and articles covering weddings created by Allison Sargent Events have appeared in *The Knot*, *Bridal Guide*, *New Jersey Bride*, *Manhattan Bride* and *New Jersey Monthly*. The firm's web site is www.allisonsargent.com.

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