

MEDIA RELEASE

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April Fool's Day becomes the Wedding Day of Choice

April Fool's Day traditionally is a day of pranks; out of the ordinary happenings and a day you would never dream to have your wedding day, until now. It will be the first time in almost a decade that April Fools falls on a Friday, the new day for many couples to exchange their nuptials.

Many Brides to Be and their partners are choosing a Friday wedding over a Saturday for two main reasons (source: Pecka Products research of venue hire and celebrants March 2011):

1. Cost of venue hire is significantly lower on a Friday than Saturday
2. Guests are able to have the rest of the weekend to themselves and when society today is so time precious, guests too love the Friday night after -work wedding.

Pecka Products, Australia's leading online store dedicated to Hens Party Products has seen a 30% increase in sales over the last fortnight, with customers making last minute orders for Hens Events leading up to the April Fool's weekend (Source: Pecka Products Financial Statement ending 29 March 2011). When asked whether the Brides' weddings were on the Saturday, the response was "no," rather April Fool's on Friday (Source: Pecka Products customers March 2011, Belinda Griffiths, Managing Director, Pecka Products). It was apparent that not only are Friday weddings on the increase, but Brides specifically wanted their wedding to be held on April Fool's day to add another talking point.

Traditionally, it would have spooked Brides at the thought of a wedding on April Fools, but when asking Brides to Be why the change of heart, the simple answer was "We were told at school that pranks and bad luck only happened up until 12:00pm, so the rest of the day and night would be safe and smooth sailing!" (Karen from Prahran, Pecka Products Customer March 2011)

Apart from a hike in Weddings on April Fool's Day, Hens Parties on April Fool's night are also on the rise due to upcoming Easter Weddings (source: Pecka Products research and revenue increase, Financial Statement March 2011):. In the last 48 hours, Pecka Products has had to restock its Bride Stress Dolls (obviously needed for the stressed April Fool Bride) and there has also been a surge in Pecka Straws and Pecka Lollypop sales with many male customers making the purchases - so everyone watch out for what's in your desk drawer or your coffee cup on Friday, but you would be a "fool" not to try them.

Pecka Products is an online store dedicated to [Hens Party Products](#).

For Media enquiries, product samples or to organise an interview or photo opportunity please contact:

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