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## Mother of The Bride

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Every mother of the bride dreads and dreams of the big day, her daughter's wedding. While it can be the most memorable and magical day of a woman's life, like most major events, a perfect wedding takes a lot of planning, a lot of work and more than a little luck. And the person who usually has to bear the brunt of the stress, while keeping the whole enterprise moving along smoothly, is not the lucky lady herself, but her loving, supportive mother.

For these women upon whom so much is riding, *Mother of the Bride* tries to stabi-

lize their blood pressure and mental state as the big day approaches. At the heart of this magazine is practicality with a classy edge.

Everything is designed to give mothers helpful advice on planning and choices, while maintaining decorum. A checklist of things to do, ranging from 12 months prior to the wedding to the day before the service, makes the whole enterprise seem manageable. Articles point out where hidden costs could pop up and how to be prepared for any contingency. Underlying everything is a soothing reassurance that everything is going to go off without a hitch.

After all isn't that just what mothers of brides, women in general and all of us really want—a feeling that everything is going to be OK and the advice and guidance to make it happen? That's what *Mother of the Bride* delivers at the most crucial time.