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Weddings by The Ritz-Carlton Becomes Biannual Magazine

Phoenix—This June, *Weddings by The Ritz-Carlton* will become a biannual magazine distributed in guest rooms of the 70-plus Ritz-Carlton properties worldwide and to all brides- and grooms-to-be who inquire about wedding and honeymoon packages at The Ritz-Carlton Hotel Company, L.L.C.

Renowned content expert Carrie Tuhy, who was instrumental in some of the most successful magazine launches in recent decades—*InStyle* and *Real Simple*—has been named editorial director. Tuhy also produced *InStyle Celebrity Weddings*, in print and on television.

By bringing together writers, illustrators and photographers from around the world, *Weddings by The Ritz-Carlton* will be a new type of luxury magazine that inspires and delights readers the world-over with insights into the trends and traditions of a signature Ritz-Carlton wedding, as well as elements of designing the ultimate luxury experience, including rings, gowns and ideas for making the celebration and honeymoon unforgettable.

“The guest and advertiser response to a test issue was so strong that McMurry and The Ritz-Carlton have decided to make *Weddings by The Ritz-Carlton* a permanent, integral part of the media space,” said Tracie McLaughlin, Publisher at McMurry, who added that this new channel offers qualified, targeted exposure to high-end weddings. Local and global advertising opportunities are currently available.

“Luxury weddings at The Ritz-Carlton set the standard for once-in-a-lifetime occasions, and our magazine is fashioned to do the same,” said Julia Gajcak, Vice President of Communications at The Ritz-Carlton. “Our wedding advisors told us the test issue proved invaluable in helping guests make plans and create memories, and that is exactly the outcome we wanted.”

Weddings by The Ritz-Carlton will be produced by McMurry, publisher of *The Ritz-Carlton* magazine and a global leader in custom media. The advertising close date for the June issue is April 15. Call 888-626-8779 or e-mail tracie.mclaughlin@mcmurry.com for more information.

About McMurry

McMurry (mcmurry.com), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five “Best Small Companies to Work For” in the U.S.

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