



Local Roots, Global Reach

ISLE OF WIGHT COUNTY, VIRGINIA

DEPARTMENT OF ECONOMIC DEVELOPMENT

PRESS RELEASE

FOR IMMEDIATE RELEASE

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The Main Event By Emily Expands in Smithfield

~ Design, planning and flowers for all of the main events in your life ~

SMITHFIELD, Virginia (October 2, 2017) – The Main Event By Emily, an event-planning business open since 2010, has expanded from its Main Street location and relocated to 1602 South Church Street. The move creates a one-stop-shop for event planning and design, flowers, bridal gowns and formal wear, jewelry and unique gifts. To celebrate its grand opening, the Isle of Wight-Smithfield-Chamber of Commerce hosted a ribbon cutting on Friday, September 29, 2017 at 4:00 p.m.

Event Decorator and Coordinator, Emily Norton, started the business out of her Carrollton home and has over 20 years of experience as a decorator, designer and event planner. Her work has been featured in bridal magazines. Norton purchased the South Church Street property, which housed Little's Flower Shoppe, from long-time florist Edwin Little. The Main Event By Emily offers full-service floral, and Little stayed on as lead designer.

The new bridal boutique, the only one in Isle of Wight County, showcases bridal gowns from a Peninsula charitable organization, Gowns for Hounds. The group sells used, donated gowns to raise money to fund veterinary care for dogs whose owners can't afford the care. The shop will also be taking in wedding dresses on consignment.

Whether you're planning a wedding or a birthday party or just need some home decorating for the holidays, The Main Event by Emily can work with any budget to turn your vision into reality.

"I am excited to continue providing my community with the personalized service they have gotten from both The Main Event by Emily and Little's Flower Shoppe over the past years," said Norton. "I consider it an honor to be part of the main events in your life."

Shop hours are Mon-Sat 8:30 AM – 5:00 PM. Evening hours for consultations and bridal bouquets are available upon request. For more information, visit The Main Event By Emily on the web at www.themaineventbyemily.com/ and on [Facebook](#) or call (757) 357-2814.

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