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NEW EVENT ALL-INCLUSIVE BOUTIQUE OPENS AT THE WATERFRONT BEACH RESORT The WEB (Waterfront Event Boutique) Opens Within Surf City, USA™

Huntington Beach, Calif. – The Waterfront Beach Resort, which celebrated its 20th anniversary as a premier coastal resort in Huntington Beach, Calif., this year, recently announced the opening of **The Waterfront Event Boutique**, a luxury new one stop shop that offers event planners the ultimate all-inclusive experience. The full range of services available in the location provides a unique addition to the resort complimenting other recent design updates.

The Waterfront Event Boutique, which is located in the lobby of the popular resort, offers couples a new wedding and event venue that has style and sophistication with modern design and interchangeable features to meet each client's needs. The Waterfront Event Boutique opens for business October 14th. The team spent months researching designs and the Southern California wedding and event market and are excited about offering a fresh perspective to new and returning clients.

When I was preparing for my wedding, I spent weeks searching from Los Angeles to San Diego trying to locate all the vendors and services I needed", says hotel manager Paulette Fischer. "I was looking for everything-- a dress, centerpieces, audio visual, the photographer, wedding cake, stationery and entertainment all from different locations miles apart. We felt there was a real need for an all-inclusive venue to fulfill our clients' needs together. Our goal is to minimize the amount of running around that our clients are subjected to. So our all-inclusive wedding & event boutique was created."

The Waterfront Beach Resort has partnered with a dozen reliable suppliers who have brought their services together to be available from the one location in Huntington Beach. Couples can make an appointment to not only go over menu options but also meet in person with their photographer, videographer, cake designer and transportation supplier on the same afternoon at the same location.

"We searched diligently for the right vendors to partner with," says Fischer. "We are confident that all of our couples will be thrilled with the full range of services we can supply and they will save both time and money by sourcing so much from one location."

To kick off the opening of the new boutique, The Waterfront Beach Resort and The Orange County Register have partnered to giveaway a \$150,000 wedding to one lucky couple. For more information please visit <http://www.ocregister.com/wedding> .

The Waterfront Team also plans to offer wedding planning advice and workshops in the future.

For more information on "The WEB" visit <http://www.waterfrontresort.com>.

About The Waterfront Beach Resort

The Waterfront Beach Resort, a Hilton hotel, a 290-room, AAA Four Diamond property, overlooks 8.5 miles of pristine beaches with panoramic views of the Pacific Ocean. Every guestroom features plush appointments, abundant amenities, private balconies and ocean views. The resort is home to Shades Restaurant, offering one of the areas' best dining experiences, and Shades PM, which welcomes guests with a lounge experience complete with sweeping views, a flickering fire pit and live entertainment. Guests also enjoy a tropical pool deck with private cabanas, a complimentary fitness center, and a number of beach services and activities. The Waterfront Beach Resort is located at 21100 Pacific Coast Highway, Huntington Beach, Calif. To make room reservations, call 714-845-8000, or visit www.waterfrontresort.com for more information.

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