FOR IMMEDIATE RELEASE

Volle's Bridal & Boutique Teams Up with Brides Across America to Give FREE WEDDING DRESSES Back to Our Heroes

LAKE ZURICH, IL – October 6, 2025 – Love is in the air, and for some of our most selfless heroes, it's about to get a whole lot sweeter. Building on a shared mission to support military and first responders, **Volle's Bridal & Boutique** is thrilled to announce a powerful partnership with **Brides Across America** to launch a nationwide campaign that will bring joy and ease to those who dedicate their lives to keeping us safe.

As part of this incredible initiative, Volle's Bridal & Boutique will host a **free wedding gown giveaway on November 6th from 12 pm to 4:30 pm** at their Bridal salon located at **53 S. Old Rand Rd, Lake Zurich, IL 60047**. This special event, part of the "Operation Wedding Gown" initiative, will offer a stunning selection of designer wedding gowns to eligible active military personnel, first responders, and veterans.

"Together strong is my new mantra," says Heidi Janson, Founder of Brides Across America. "I am so grateful for the selfless acts of our healthcare workers, first responders, and military that provide us support each and every day. This is our way to keep us united in love and our way of thanking all of you."

Planning a wedding can be daunting, but for those who serve our country and communities, it's an added stress they don't need. This collaboration aims to alleviate that burden, allowing these deserving individuals to focus on their love story. Whether it's for love of country or love at the altar, our frontlines deserve our very best, and Volle's Bridal & Boutique, along with Brides Across America, is proud to deliver.

This isn't just about a free dress; it's about a heartfelt thank you to those who put their lives on the line. It's about celebrating love, sacrifice, and the commitment of our heroes. We invite local

media to join us in shining a spotlight on this inspiring event and the incredible stories it will create.

How to Qualify and Register for an Operation Wedding Gown Event:

For more information on how to qualify or to register for an event, please visit www.bridesacrossamerica.com. Brides must present proof of occupation on the day of the event.

About Volle's Bridal & Boutique:

As the only truly full-service bridal salon in the Chicago area, Volle's Bridal & Boutique offers a unique and comprehensive experience for every bride. Consistently ranked as the #1 Bridal Boutique in the Midwest, Volle's provides everything from wedding dresses to mother of the bride/groom gowns, full bridal party attire, and men's formalwear. With almost 50 years of experience, Volle's is dedicated to making every "say yes" moment unforgettable. Find them in downtown Lake Zurich, IL.

About Brides Across America:

Brides Across America is a nonprofit organization dedicated to honoring our heroes by making their dreams come true. Since its inception in 2008, Brides Across America, in collaboration with renowned bridal salons and designers, has donated over 25,000 wedding gowns. "Operation Wedding Gown" has garnered national attention, being featured in PEOPLE, Oprah, and Good Housekeeping, and appearing on The Steve Harvey Show and The Doctors.

For more information, contact:
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