



## **NEWS RELEASE FOR IMMEDIATE RELEASE**

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### **CELEBRITY WEDDING PLANNER JULIE CONLEY STARS WITH “CAKE BOSS” ON NEW HIT TV SHOW “THE NEXT GREAT BAKER”**

**WARREN, N.J., January 3, 2011**—Celebrity wedding planner and bridal expert Julie Conley of Warren Country Events in Warren, N.J., is helping Buddy Valastro, a.k.a. “The Cake Boss,” find the most talented cake decorators on his new TLC series, “The Next Great Baker.”

Conley, who already stars in the Style Network’s prime time hit television series, “Whose Wedding Is It Anyway?” will be appearing in Episode Six of “The Next Great Baker” on January 10 at 9 p.m. on TLC. Conley uses her bridal expertise to coach contestants on designing the perfect wedding cake for a discerning couple who will be married at The Bernards Inn in Bernardsville, N.J. The Cake Boss’s new reality show spinoff features Valastro judging the skills of ten top cake decorators.

“I’m so excited to team up with “The Cake Boss” on his new hit show,” says Conley. “The show is full of excitement and surprises. The episode that I participate in is particularly dramatic because it features the added element of impressing a bride and groom.”

According to Conley, wedding cakes are no longer “boring” and couples are paying more attention to design. “Over the years, wedding cakes have become quite unique and extravagant--like the one-of-a-kind cakes we see on television.” She continues: “Today, so many couples see the cake as a unique way to express themselves or carry through their wedding theme. “I’ve worked with couples who personalized their cakes with favorite photos printed right into the fondant, a rustic country wedding with a towering six-tier cake placed atop a stump carved with their initials; an exquisite gold and cream colored cake tufted with gleaming pearls, and numerous intricate sugar flower cakes that get raves every time.”

The exuberant Conley has been tapped to appear in the upcoming 12<sup>th</sup> season of “Whose Wedding Is It Anyway?” which will be filmed in 2011. The veteran event planner also appeared recently on CNN to offer insight into Chelsea Clinton’s celebrity nuptials.

Conley has worked in the event planning industry for over 23 years, starting her own catering business at age 19. A New Jersey native, Conley grew up helping in her family’s restaurant business and recognized early on that she had a penchant for party planning. A flair for floral and event design prompted her to open Warren Country Florist in 1991, which now serves as the hub for her thriving event planning business. Conley has been called upon to coordinate elaborate weddings, corporate affairs and celebrations of all kinds.

For more information about Julie Conley and Warren Country Events, visit [www.warrencountryevents.com](http://www.warrencountryevents.com) or call 908-757-1100. You can connect with Julie Conley on Facebook at: <http://www.facebook.com/#!/pages/Warren-Country-Events/123167354396007>