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## **Wedding belles save cash with Splash**

The sound of wedding bells has been accompanied by the sound of a ringing till for one Coventry business thanks to the Whitefriars Housing Group Splash card.

Wedding Gowns by Susan Graley, a shop and wedding dress makers business based in Spon Street, has seen brides-to-be taking advantage of the ten per cent discount offered to Whitefriars Housing Group tenants, thanks to the housing association's Splash card.

The Splash card was introduced in March and entitles Whitefriars Housing Group tenants to a range of discounts at shops, businesses and leisure facilities across Coventry, encompassing everything from car tyres to curries.

Owner Sue Graley said: "Since the Splash card came out a few months ago there has been a significant increase in interest in my gowns. From March I've sold about 25 dresses to brides who used their cards to get the discount, a huge increase on last year.

Wedding dresses are one-off luxury items and a ten per cent discount means a substantial reduction on the overall price of a dress, so it makes sense to the consumer. For me too the Splash card has proved to be lucrative, and with people getting married all-year round I hope the Splash success will continue."

Andrew Burman, Whitefriars Business Development Manager said: "The increase in business experienced by this shop shows that the Splash card is

proving a success, not only for businesses but also for our tenants who are taking advantage of the discounts offered on a range of goods and services across the city.”

**-Ends-**

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