



Show me sweet stuff in:

All of Canada



SweetLife > Blogs > Editorial Team > The Carlsberg Big Wedding Bash

- Fashion
- Health & Beauty
- Life & Style Guides
- City Living
- Ask An Expert
- Travel
- Blogs
 - Ashleigh McKenna
 - Gabrielle Johnson
 - Editorial Team
 - Jennifer Price
 - May Globus
 - Jennifer Hughes
 - Michaelle LeManne
 - Vanessa Muri
 - The Society Syndicate
 - Test Lab
 - SweetLife @
- SmileSpot
- SweetCents
- Contests & Offers
- Fun
- Sweet TV

The Pink Pages

Your quick access to our picks for sweet shops, restaurants and services



Editorial Team

[Find All Editorial Team Articles](#)


About Editorial Team

Want a sneak peek inside the pit? From product launch parties to their personal must-haves, Samantha Speisman, Mia Shulman and Emma Yardley dish on why working within these pretty pink walls is so sweet.

The Carlsberg Big Wedding Bash

tales from the pit

canada (Oct 04 10)

You may have heard of the **Carlsberg Big Wedding Bash**. Well, Sam's friends are the ones who won. See how their free \$100,000 wedding turned out...



When we first received a case of **Carlsberg** beer back in July, we thought it was just another perk of working at [sweetspot.ca](#).

We soon realized that this wasn't just a case of Carlsberg beer. It was Carlsberg's way of telling the media they were giving away a \$100,000 wedding to one lucky couple.

Who would have ever guessed that lucky couple would turn out to be MY friends — Michelle Oxley and Shawn Long.

I sent them the link (I KNEW that they would be the perfect couple to win this) and they entered. I wasn't surprised when they made it through round one (and beat out over 150 couples) to make the final three. I knew they could win, but never thought they would. But after 20,000 votes, they did.

It clearly was going to be a big event — filled with friends, family, media, corporate guests from Carlsberg and...500 crashers. After a long search for the perfect dress, I came across this one by **Adrianna Papell** at **Winners**. I added a **Shay Lowe** necklace from **Eleven Boutique** and was ready to go.

Over 1000 people gathered at the **Capitol Theatre** on Friday to see Shawn and Michelle tie the knot. Canadian band **Dragonette** performed and **Todd Shapiro** from 102.1 The Edge was the MC. There were lots of people, lots of green and of course, lots of Carlsberg.

It was — as Carlsberg would say — probably the best celebration I've ever seen.

Sign up for our free
SweetLife newsletter!

Already have an account? [Login](#)

OPEN A 2011 TFSA KICK START ACCOUNT

Earn **DOUBLE INTEREST** until Dec. 31st, 2010
to cover your taxes.

ING DIRECT
save your money[®]

Inside SweetLife Today:

The Candi Factory

Get 25% off fancy
panties and perfect
pajamas!
[Shop Now](#)

Daily
Dealight

Accessorize with a Prize

This month you could
win a pair of Ray-Ban
aviators.
[Enter Now>>>](#)



Accessorize with a Prize

October is your
chance to win
classic Ray-Ban

