

FOR IMMEDIATE RELEASE

## **Wedding Favorites Nominated for Blades Award for Best Small Business Site**

*Wedding Favorites has been named one of four finalists in the category of Best Small Business Site for its ecommerce store.*

Wedding Favorites has been nominated for Best Small Business Site in the 2016 Blades Awards, for its boldly creative and intuitively-designed wedding and party favor gift store. The winner will be announced live at the Blades Awards on March 10, 2016, during MivaCon 2016, an annual conference hosted by leading ecommerce platform Miva Merchant.

#MivaCon16 will be held on March 9th – 11th, 2016 at the Hyatt Regency La Jolla in San Diego, California. The 16<sup>th</sup> annual ecommerce conference features a variety of talks by industry icons, hands-on workshop training, and a community-building exchange of ideas among B2B and B2C storeowners, designers, developers, and students of online business. The Blades Awards are a highlight of the gathering, honoring excellence in ecommerce sites built on the Miva Merchant platform.

Originally launched in 2000, Wedding Favorites was one of the first online shops to present a modern collection of wedding favors, bridal shower favors, and other party favors for events like graduations, baby showers, and sweet sixteen parties. Married partners Hina and Asim Khan founded their business on a balance between modern creative design and leading edge tech, a marriage of approaches which is reflected in Wedding Favorites 2015 total site redesign, blending bold color with strong, intuitive functionality.

Weddingfavorites.com is one of four finalists in the category Best Small Business Site at this year's Blades Awards. All of the category nominees produced outstanding small business ecommerce sites on the Miva Merchant platform in 2015, offering beautifully designed, highly efficient shopping experiences. Other Blades Awards categories include Best Enterprise Site, Best Feature, and Best Site New To Miva.

“The competition for this year's Blades Awards was the strongest we've seen yet,” says Rick Wilson, President of Miva Merchant. “Ecommerce retailers are constantly innovating new ways to deliver incredible creativity and powerful functionality, benefitting the consumer and business alike. We are honored to partner with these sites, and thrilled to celebrate and encourage their excellence with the Blades Awards.”

View Wedding Favorites' Blades Award-nominated site at:  
<http://www.weddingfavorites.com>

For a full list of this year's Blades Awards nominees, visit:  
<http://mivacon16.com/the-blades-awards/>

View ticket information and a full schedule of events for MivaCon 2016 at:  
<http://mivacon16.com/>

About Miva Merchant:

Miva Merchant, located in San Diego, CA, is a leading enterprise-ready PCI compliant ecommerce platform which offers total solutions for businesses of all sizes. Known for its commitment to excellent security, sustainable growth, and highly flexible custom architecture, Miva software has been used by as many as 1 million online businesses since the company was founded in 1997. In addition to an elaborate suite of sophisticated management, merchandising, secure payment, and systems integrations features, Miva also offers its customers professional design and development services, plus dedicated hosting. For more information, please visit <http://www.miva.com>.