



*Red Letter Days*

E V E N T S L L C

Press Kit



## FACT SHEET

# RED LETTER DAYS EVENTS, LLC

*Est. 2004*

### LOCATION

1440 Hotel Circle North, No. 383 San Diego, CA. 92108

### TELEPHONE

619 . 564 . 9038

### WEBSITE

[www.redletterdays.biz](http://www.redletterdays.biz)

### OWNERS

Rebecca Gaffney and Mia Saling

### HOURS OF OPERATION

Monday ~ Saturday 9 am to 6 pm and by appointment

### VISION

A Red Letter Day is a fusion of ideas refined to create an essential and personal theme. A heart full of feelings shared with those you love. A moment in time when shoes are slipped off, ties are loosened and everyone dances as though no one is watching. Red Letter Days helps their clients to create these special moments. Rebecca Gaffney and Mia Saling are a professional team who specialize in attentiveness to the slightest detail, being attuned to each client's unique lifestyle, and always being one step ahead. Red Letter Days invites you to relax, and enjoy yourself. It's your Red Letter Day and it's going to be simply perfect.



#### BACKGROUND

Red Letter Days is run by expert coordinators Rebecca Gaffney and Mia Saling. With a combined 20+ years in the business, Rebecca and Mia take pride in creating extraordinary and unique experiences for their clients regardless of the occasion. By tailoring each event to the distinct tastes of their clients with flawless elegance, Rebecca and Mia create an unforgettable experience.

#### AREAS OF SPECIALTY

Red Letter Days is one of San Diego's premier event planning companies, specializing in translating client visions into events that are uniquely their own.

#### EVENT COORDINATION FOR ALL OCCASIONS

- Weddings
- Rehearsal Dinners
- Bridal and Couple's Showers
- Bachelor and Bachelorette Parties
- Family Celebrations
- Holiday Celebrations and Theme Parties
- Corporate Functions
- Fundraising Galas
- Romantic Dinners for Two
- Anniversary Parties
- Activity Planning and Entertainment for Out-of-Town Guests
- Baby Showers



## BIOGRAPHIES

### REBECCA GAFFNEY

Hailing from the East Coast, Rebecca grew up in Buffalo, New York. As a Cancer with natural artistic abilities, Rebecca was a professional classical and contemporary ballet dancer for many years. She received a B.A. from St. John's College in Annapolis, MD in philosophy/theology/history of Math and Science. With a motivated spirit and an addiction to coffee, Rebecca earned her M.A. from the American University in Washington D.C. in Arts Administration. Rebecca worked as a professional fundraiser and grants manager for such prestigious organizations as The Washington Ballet, and traveled with the company in 2000 to Havana, Cuba. Rebecca was working as a sales and event coordinator and manager of the in-house dance troop at a music production company in Carlsbad when she met Mia.



### MIA SALING

As a native Californian, Mia has always pursued an active lifestyle. Mia, a Pisces, is naturally addicted to water. She is a certified PADI Divemaster and worked as a purser for Windjammer Barefoot Cruises on the S-V Legacy and M-V Amazing Grace. Mia attended Montana State University, Billings, where she majored in pre-med and worked for ten years on the administrative side of medicine. She later attended University of Phoenix, San Marcos, where she majored in Business Management. Mia has competed in karate tournaments nationally including the Internationals held in Long Beach, CA. Mia was working as an accounting manager at a Carlsbad music production company where she later became Director of Operations when she met Rebecca.



IN THE MAKING

## RED LETTER DAYS EVENTS, LLC

REBECCA AND MIA FOUND RED LETTER DAYS:

Upon meeting as co-workers, Rebecca and Mia discovered they shared a love of planning and executing events. Rebecca left the production company to help a colleague launch a new business and through this process (and mentoring with a San Diego wedding coordinator), Rebecca decided to create her own event company, enlisting Mia's assistance in business development. It did not take long for Rebecca and Mia to realize the potential of the business if they officially teamed up. Together, they formed Red Letter Days and have been helping top corporations to blushing brides create the most memorable occasions ever since.





## TESTIMONIALS

### RIANN AND JOHN BALLENGER

JULY 12, 2008 ~ DEL MAR, CALIFORNIA

Bek and Mia are two of the most caring individuals I have ever met. The two of them assisted us with everything imaginable to make that one day in our life truly SPECIAL. They hold down the fort and make sure every single detail, BIG to small, is organized and mindless to the bride and groom. Due to their professionalism, our dream wedding came true. Red Letter Days is the way to go if you need an event planned. They go out of their way to make it happen. You can't go wrong with Bek and Mia!

### AMY FITZENRIDER AND STEVE DEMAIIO

APRIL 12, 2008 ~ LA JOLLA, CALIFORNIA

We were won over by Bek and Mia's enthusiasm, listening skills, and contemporary approach to wedding planning. Our wedding was perfect ~ exactly the feel we wanted. We really enjoyed working with them and felt that any questions we had during the planning process were answered promptly.

### MARCI AND DEREK TARVIN

APRIL 26, 2008 ~ DEL MAR, CALIFORNIA

Mia and Rebecca are the most fabulous event planners ever. For a couple who are professional program managers this is the first time either of us has ever trusted anyone else enough to let it all go. They did such a great job that I don't think there have ever been two more relaxed people getting married in the history of the world. Our wedding day was perfect and beautiful and we had the best time! They took care of everything and implemented our vision beautifully. They are fun and professional and super organized - hire them and you can relax and enjoy your wonderful event and look like a superhero to your guests!



## TESTIMONIALS

### KATIE AND JEFF LESSARD

SEPTEMBER 26, 2008 ~ CORONADO, CALIFORNIA

I have nothing but good things to say about Mia and Bek! I just got married and had an absolutely flawless day. Flawless! Mia's recommendations for florist, invitations, linens, cake, photographer, hairstylist and officiate were spot on. She recommended people that I immediately clicked with and hired. She paid attention to my budget and had great ideas for saving money. I had an amazingly stress-free wedding day! She coordinated everyone's timeline very well and I could not have done my wedding without her. This was my second wedding (first one with no coordinator) and I can't imagine getting married in San Diego without one. And to find a coordinator that you click with and have fun with is a testament to her amazing personality and passion for doing this. Always professional and always excited to take on the task at hand. I highly, highly recommend Red Letter Days. My wedding was absolutely one of the best days of my life because of Mia's effort! Thank you!

### ELISABETH AND TODD ALEXANDER

JULY 26, 2008 ~ LA JOLLA, CALIFORNIA

The best thing I did when planning our wedding was hire Rebecca and Mia from Red Letters Days to help me plan it and be there to coordinate everything on the day of the wedding. It was also the smartest money we spent. Their services were worth every penny and more. They were an invaluable resource for us, especially since we were planning a destination wedding in La Jolla, CA and we live outside of Chicago. Red Letter Days is the single reason that it was even possible to pull our destination wedding off. They referred me to excellent vendors and acted as a liaison between me and vendors as well as the hotel where we had the wedding. Their great personalities and down-to-earth approach combined with their planning skills and professionalism make their business one that I would glowingly recommend to anyone. They did an A+ job!



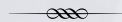
## TESTIMONIALS

**KRISTEN AND JIM KAUFFMAN**

JULY 14, 2007 ~ LAS VEGAS, NEVADA

Rebecca and Mia were absolutely fabulous throughout my wedding planning process. This company was not only highly recommended, but more importantly lived up to their reputation as professional, accommodating, and attentive wedding coordinators. I immediately felt at ease with Rebecca, and was highly confident in leaving myself and my wedding in her highly capable hands. Through the duration of the planning process Rebecca kept in constant contact with me, and fully informed me every step of the way.

The day of the wedding, I experienced a few snags with the ceremony and reception venue. Red Letter Days handled each issue with grace, professionalism, and care. At no point did I even feel or worried - they took care of everything!! I would recommend this company with full confidence, and wish any upcoming bride and groom the same experience my husband and I enjoyed. Thank you, Red Letter Days, for helping to create the wedding of my dreams.



THE END  
IS JUST THE BEGINNING

CONTACT INFORMATION

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