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TO: Ted Wentzel, Michelle Bell
FROM: Giovanna Dimperio, Sarah Duchemin

PRESS RELEASE

With the cost of weddings on the rise, Markel American Insurance Company reminds brides to keep their wedding safe by insuring the big day

MADISON, Wis. (May 1, 2012) — According to a recent research study from The Knot and The Wedding Channel, the average cost of a wedding in 2011 was \$27,000 — about the same as a brand new car. Results from the study also found that for the first time since 2008, the cost of weddings is on the rise. Though brides (and grooms) are spending more than ever to ensure that their big day is special, in most cases they don't insure that the day will be safe from harm. The good news for the savvy couple is that since 2011, Markel American Wedding Insurance has offered brides and grooms peace of mind with Wedding and Special Event Insurance. If something goes wrong related to the wedding, this specialty insurance can cover it — making sure those important moments of the big day are happy memories for years to come.

While the increase in wedding spending means that people are creating more elaborate and beautiful weddings, this rise in spending also means that the potential costs of pitfalls are increasing. In order to protect the bride and groom and their plans, Markel American offers two separate components of wedding insurance. Cancellation coverage and liability coverage focus on different aspects of the big day — making sure that financially, the couple isn't responsible for the actions of others that can cause big problems.

A little-known fact about wedding planning is that most of the nightmares that happen to brides could have been avoided with a simple wedding insurance plan. Weather, illness and injury, missing vendors, out-of-business locations, damage to wedding apparel or even the loss of gifts are all things that Markel American covers. Their comprehensive plans cover almost anything that goes wrong on (or around) the big day — from a caterer not showing up to a flower girl dropping the wedding band into a lake or a freak blizzard causing the postponement of a beautiful spring wedding.

“Brides have enough on their mind without worrying about the worst-case scenario,” says Ted Wentzel, director of marketing for Markel American Insurance. “We know how important all the different parts that go into the big day are — and if something goes wrong, we're here to make it better.”

A final finding from the Knot study was that a large part of the wedding budget was spent on the reception location and vendors — with the average bride spending \$196 per guest. According to Markel American, vendors and venue-related issues make up about a third of all insurance claims — something that can seriously put a kink in the plans of a wedding. Before putting down a large deposit on a caterer, photographer or venue, consider how a wedding insurance plan could protect you from a financial headache down the road.

About Markel American Insurance Company

Markel American Insurance Company (part of Markel Corporation) is a specialty insurance provider that offers specialized [event cancellation](#) and [event liability](#) coverages for events including (but not limited to)

weddings, baptisms, birthdays, business meetings, and nonprofit functions. For more information, visit www.markeventinsurance.com.

About Markel Corporation

Markel Corporation markets and underwrites specialty insurance products and programs to a variety of niche markets. In each of these markets, the company seeks to provide quality products and excellent customer service so that it can be a market leader. The financial goals of the company are to earn consistent underwriting profits and superior investment returns to build shareholder value. For more information on the Markel Group of companies, please visit www.markelcorp.com.