

LoBo & Petrocine Stages “I Do Take Two” Wedding Event For Irish Coffee Pub

By LoBo & Petrocine Marketing Communications

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LoBo & Petrocine, an advertising agency located in Melville, NY, stages a wedding event for the Irish Coffee Pub that targets second-time wedding participants.

The Irish Coffee Pub of East Islip was interested in carving out a unique niche in the highly competitive and lucrative Long Island wedding celebration market. So LoBo & Petrocine, the Melville-based marketing communications firm, in conjunction with WBZO radio, helped stage a wedding event for the restaurant that was anything but “traditional”.

Called the “I Do Take Two” Wedding Show, the promotional event was targeted to couples 35 to 54 years of age who were getting married for a second time and have very different priorities, preferences and concerns than first-time wedding participants.

“Over 50% of all weddings today include a bride or groom who has been married before,” explained Russ Petrocine, President of LoBo & Petrocine. “Many of them are just not interested in big, glitzy affairs the second time around. They want a more intimate, relaxed and personable venue with great ambiance, food and service where they can really enjoy their special day with their friends and families. The Irish Coffee Pub is perfect for that type of affair.”

According to Mr. Petrocine, the “I Do Take Two” Wedding Show was hosted by station personalities at WBZO radio and featured a variety of experts on staging a second wedding, including dress designers, florists, travel agents. Plus wedding planners were on hand to provide helpful tips on proper second-wedding etiquette.

“The event attracted a lot of people,” he said, “and more importantly, it helped establish the Irish Coffee Pub as a unique and refreshing alternative to traditional wedding halls, especially when it comes to planning a second wedding.”

Named “one of the most romantic restaurants on Long Island” by News 12 Long Island, the Irish Coffee Pub is located on Carleton Avenue in East Islip and features the beautiful Waterford Room for wedding receptions and other celebrations. Plus the restaurant can also off site catering.

Headquartered in Melville, NY, LoBo & Petrocine Marketing Communications was founded in 2003 by partners Russ Petrocine, Lou Lopriore and Rick Bodamer. With gross billings currently in excess of \$14 million, the agency does work for a wide range of clients in education, finance, healthcare, natural nutrition, hospitality, the automotive industry and more.

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