



MEDIA RELEASE

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Mayor Jacobs' Small Business Series Features White Lace and Promises

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviews Crista Peterson, the owner of White Lace and Promises, and her daughter Maggie, as part of his small business series.

White Lace and Promises opened in Bearden when Peterson fell in love with the bridal industry while planning her own wedding at 23-years-old. She originally operated it with her mother and now with the help of her twin daughters.

Throughout the past year, the Mayor has conducted interviews with small business owners, offering them the opportunity to talk about what they do; to highlight their work; and share any future plans. This month, the series focuses on women-owned businesses as the Mayor recognizes Women's History Month. A new vignette runs each week on the county and Mayor's various social media platforms.

In this week's interview, the Mayor and the Petersons talked about the business' history, the changes in the industry and the evolution of weddings.

One unique thing about the store is their size-inclusivity, which ensures they have dress options up to size 38.

Maggie said, "We want to build you up, that you're confident and feel good in the dress you're wearing."

Peterson also talked a bit about how White Lace and Promises supports local charities like The Hope Resource Center and Care Cuts.

To hear more of what was said, check out the video.

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