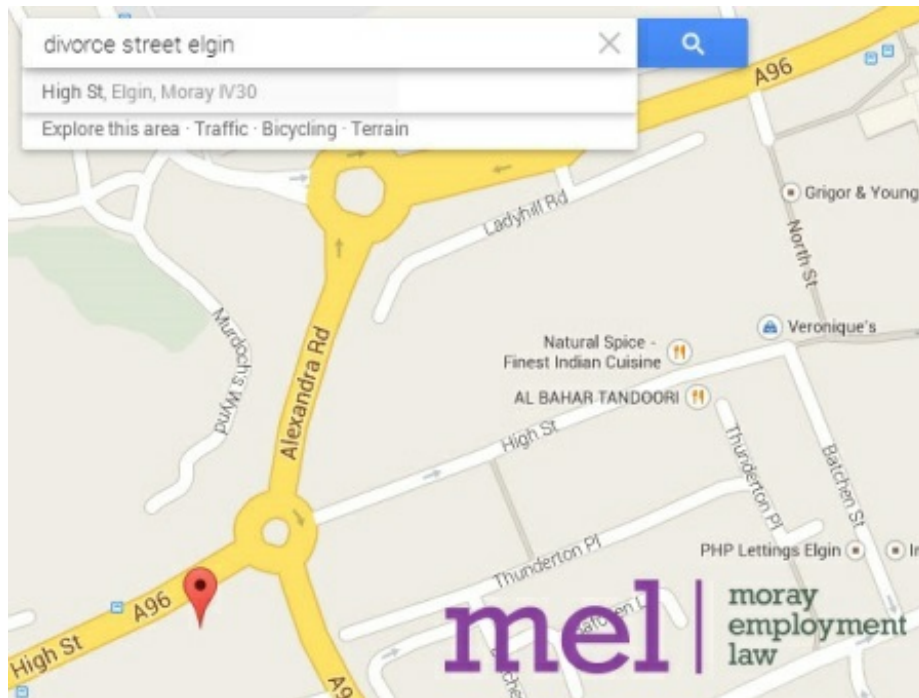


Moray Business Claims Rumours Divorced From Reality

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adminMEP

01/04/2014



A Moray business has denied the existence of plans to create a “North / South” divide in central Elgin in the way it promotes one aspect of its services.

[A group of Elgin businesses have recently formed a united front to help couples planning a wedding](#) achieve their dream day.

The Wedding Street

South Street has launched a promotion christening it The Wedding Street because of the number of outlets offering products and services for a wide variety of ceremonies and celebrations.

It is well-known that Elgin as a whole (including Bishopmill and New Elgin) boasts at least three North Streets.

In central Elgin, Grigor & Young, Solicitors and Estate Agents, are in “pole” position – being the only business on the route which connects High Street with Alexandra Road (A96).

Divorce Street

In a rumoured move which has been criticised by marketing experts as “a cynical example of business isolationism at its worst”, North Street was to be dubbed The Divorce Street.

A poor silly fad

Reading from a hastily-prepared written statement, which denied the rumours and labelled them “A Poor Silly Fad”, a spokesperson for Grigor & Young said: “We applaud the South Street initiative and the great support those businesses have received from [Elgin BID \(Business Improvement District\)](#).”

“The Wedding Street gives the centre of Elgin a strong focus and will hopefully encourage people to support their local businesses.”

“Of course, marriage is still the leading cause of divorce and lawyers will forever debate the question whether it [marriage] is properly classed as a word or as a sentence.”

“Nevertheless, at a time when a group of local businesses are setting such a great example of what teamwork can achieve, it would be senseless and, frankly, suicidal, for us show a “disunited front” by promoting the direct opposite.”