



FOR IMMEDIATE RELEASE

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FAMILY-OWNED & OPERATED SINCE 1954 RENTAL COMPANY JUST GREW!

INTRODUCING A LA CRATE RENTALS AS THE BOUTIQUE DIVISION OF EVENT ESSENTIALS.

MADISON, WI:

Event Essentials (a division of *A to Z RentAll*), which started in 1954, acquires A LA CRATE RENTALS.

If the pandemic has taught them anything, it is that they are better together!

Introducing *A LA CRATE RENTALS* as a Boutique Division of *Event Essentials*. A healthy marriage of respect and admiration. They compliment one another's inventory and teams well. Their goal is not to change either division but bring out the best in one another.

Founder, Sarah Mullins, will stay on as Director of Boutique Rentals at *A LA CRATE RENTALS* effective immediately. The boutique division will focus on leaning into their creativity and planning more collaborations with local makers, unearthing one-of-a-kind treasures + helping events shine going into 2021.

Because they are so excited, they're offering a special promotion when you reserve with *Event Essentials* + *A LA CRATE*. BOOK BOTH and get 10% off new reservations!* **Standard terms + conditions apply. Offer good thru March 31, 2021.*

#BetterTogether #EEandALC #EEBoutiqueDivision #BookBoth2021

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ABOUT:

A TO Z RENTALL & SALES - 2209 S STOUGHTON RD, MADISON, WI 53716
FOUNDED IN 1954, A TO Z RENTALL CARRIES AN EXTENSIVE SELECTION OF RENTAL TOOLS, INCLUDING CONSTRUCTION EQUIPMENT RENTALS, AERIAL LIFT RENTALS, CONCRETE AND MASONRY RENTALS, LANDSCAPING RENTALS, PROPERTY MAINTENANCE RENTALS AND MUCH MORE.



EVENT ESSENTIALS - 6485 BLANCHAR'S CROSSING, WINDSOR, WI 53598
FROM EVENT DESIGN TO TENTS, CHAIRS, TABLEWARE, DECOR AND MORE, EVENT ESSENTIALS HAS THE RENTAL INVENTORY AND EXPERTISE TO MAKE YOUR EVENT A SUCCESS. OUR RENTAL SERVICES HELP COMPLETE ANY CORPORATE PARTY, NON-PROFIT FUNDRAISING GALA, COMMUNITY CELEBRATION OR SOCIAL EVENT ALIKE. WE SUPPLY EVERYTHING BUT THE GUEST!



A LA CRATE RENTALS - 2619 INDUSTRIAL DRIVE, MONONA, WI 53713
A BOUTIQUE EVENT RENTAL COMPANY. COMPRISED OF THOUGHTFULLY CURATED MADE (HAND CRAFTED BY LOCAL ARTISTS) + FOUND (VINTAGE, ONE-OF-A-KIND) RENTALS. EVERYTHING FROM 8-FOOT HARVEST TABLES, WOOD BENCHES AND FOLDING CHAIRS, VINTAGE RUGS + FURNITURE FOR LOUNGE AREAS, CUSTOM LETTERING FOR SIGNAGE + MORE.