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Media Release

Kids Social from Myinvites.com.au Makes Planning Your Next Kids Party Child's Play!

When you're under 10yrs old there aren't many things in life that are more exciting than having your own party and parents are naturally keen to create an extra special event for their children.

Belinda Cordina, Managing Director of Kids Social, a new portal on MyInvites.com.au, says, "There's an enormous range of party options available today so your child's next event could potentially be on par with any A-list party. But despite parent's enthusiasm, most aren't professional party organisers and what starts as a great idea can become another burden on top of their already busy lives taking away the joy of just enjoying that special day with their child".

[Kids Social](#) is a MyInvites portal dedicated to making planning and hosting your kid's parties easier and more enjoyable. It not only cleverly brings together all the key elements needed such as e-invites and party theme ideas etc, but also offers guidance and support to make co-ordinating the event stress free.

Kids Social's unique party planning tools include an easy to use To Do List; Budget Calculator and an online RSVP Manager. It also offers the opportunity to seek advice from a professional when needed and share your learnings with other parents.

Like MyInvites.com.au, Kids Social offers a gorgeous range of designer e-invites to suit a wide range of party themes, gender and ages plus a comprehensive list of kids party suppliers and kids party theme ideas.

Belinda added, "MyInvites is Australia's largest online invites website and over 50%* of our members are mothers looking for an easier way to organise a great get together for their family. We believe Kids Social, with its extra focus on kids parties, will deliver even more benefits to our members, helping to save time, reduce stress and allow them to get on with enjoying their child's next special event".

* Myinvites Member Survey May 2009

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About MyInvites.com.au

Every month myinvites.com.au inspires over 80,000 Australians with great ways to celebrate and clever tools to make getting together easier. The significant growth of the site since launch in late 2007 has been attributed to the fact that it is a stylish, time and cost effective option for social butterflies to plan and host their events. With predictions that 2009-2010 will be all about smarter consumption, it is expected the popularity of the site will continue to grow as consumers shed some of the excesses often associated with social events in favour of smarter, less wasteful options.

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