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Media Release

### **Mum wants a sleep in - Aussie Mums Vote for Mother's Day**

Aussie Mums are playing this Mother's Day fairly low key according to the social planning website myinvites, with a later start to the day being requested by almost half of them this Sunday.

In a poll conducted among the myinvites site's 100,000 monthly users, 48% of Mums said a sleep in was their most desired gift. Next in line is a simple and sincere card from their kids at 39%

Just 13% said they were hoping for a special present from their partner.

"As usual there is a lot of retail hype out there hoping to build purchases for Mothers Day," said myinvites founder Belinda Elworthy. "However it's pretty clear that Mums are playing their day fairly low key with simple hopes just for a lie in or a card from the kids being top of their wish list."

"That special present that probably requires a retail purchase clearly runs a long third place," she said.

Myinvites is a two-year-old social planning website where people can custom-design free online invitations for any type of event and send over the internet, also managing peoples' replies and personalised messaging for the events.

"Traffic to the site increases significantly when important annual days are approaching, with people who are the traditional family and social organisers shifting their attention to the internet to be more creative, targeted and efficient in managing their events or outreach," said Elworthy.

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Contact: Belinda Elworthy – [belinda@myinvites.com.au](mailto:belinda@myinvites.com.au) or 0417 464 904  
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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 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.

### **For more information, contact:**

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