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Media Release

## **Tupperware Increases Digital Outreach with Myinvites**

One of Australia's best-known brands, Tupperware, is supporting its constantly evolving range by moving to a new digital platform with the announcement of a business partnership between Tupperware Australia/New Zealand and social planning website myinvites.

Myinvites (<http://myinvites.com.au>) and Tupperware have created an exclusive range of Tupperware e-invites, providing a new communications platform for myinvites' 80,000 monthly users and Tupperware's regularly engaged annual audience in excess of 1 million people across Australia and New Zealand.

"Our target market for this new partnership are typically women who are time-poor and looking for more efficient ways to create events like Tupperware parties and keep their social networks in place," said Myinvites founder Belinda Elworthy. "Going digital with a selection of stylish designs and creative theme suggestions helps solve the task of organising a Tupperware party and makes it very easy. We are thrilled with this new partnership."

Tracy Pratt, marketing manager, Tupperware Australia and New Zealand, said, "Partnering with myinvites means that Tupperware can provide its party hosts and sales teams with a new, efficient and stylish way to invite guests to their Tupperware events. Offering online invitations means hosting a Tupperware party has never been easier and it also means hosts will be doing their bit for the environment by not printing hard copy invites."

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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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