



**FOR IMMEDIATE RELEASE**

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## **SOCIAL BUTTERFLIES TAKE NOTE: THIS WEBSITE IS GOING TO BE YOUR NEW BEST FRIEND**

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**myinvites.com.au** is a brand new website that's set to change the way we plan getting together this party season. Just in time for the warmer weather, **myinvites.com.au** launches today and provides great looking online invitations as well as a host of other party planning tools for free!

The site is packed with everything you'll ever need to plan a get together. You can choose from hundreds of designs and create and send a funky online invitation in just 3 simple steps. Whether you want to search for last minute gifts or party suppliers, find party theme ideas or download a party checklist to keep you organised, **myinvites.com.au** is set to become a social butterflies' best friend.

The creators of this site say that the idea for **myinvites.com.au** was hatched out of frustration. They loved getting together with their mates but hated the hassle that often comes with being the organiser. They wanted a simple and easy way to plan events and send out great looking invitations online. When they couldn't find what they wanted, they saw an opportunity to create it themselves.

**myinvites.com.au** is a social planning site for people who already have friends; real life, non-virtual friends. Best of all, it's Australian made. With the huge uptake of other social networking sites like MySpace and Facebook, it's hopeful this site will also be quickly adopted by the Australian population. The site targets a broad audience and early indications are that its appeal is just as strong with Baby Boomers as it is with Gen Y whiz kids.

If you're organising brunch with the girls, a boys night out or a kids birthday party this silly season you'd be crazy not to check out **myinvites.com.au**

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More information is available via the online Media Room: <http://myinvites.com.au/site/mediaroom.aspx> or by contacting Belinda Cordina on (02) 9360 7595 or [belinda@myinvites.com.au](mailto:belinda@myinvites.com.au)