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Media Release

Aussies Play Their Cards for Valentine's Day

The good old-fashioned heartfelt card is the most popular way Aussies will reach out to their loved ones this Valentine's Day, according to the social planning website myinvites.

In a poll conducted among the myinvites site's 80,000 monthly users, 47% of people said they will be sending an affectionate card to their loved ones. "Whether sending or giving cards to those closest to you, or even as a mystery Valentine, a card bought specially for the occasion is still the most popular choice for people to express their affection," said myinvites founder Belinda Elworthy.

The second most popular choice for people on Valentine's Day will be an invitation from them to spend more time together with their loved ones. "Just on 40% of people are hoping to spend more time with their Valentine, which possibly reflects an understanding that we are living busy lives and need to make more time for those most special to us," said Elworthy.

Offering or sending a gift is the third most popular way (13%) people will contact a loved one on Valentine's Day, according to the myinvites poll.

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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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.

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