

19 January 2010  
Media Release

## **Aussies Planning Barbeque Mecca for Australia Day**

The good old backyard barbeque is the runaway choice as the centre of attention next Tuesday when Australia celebrates our national day, according to the social planning website myinvites.

In a poll conducted among the myinvites site's 80,000 monthly users, 54% of people have said that on Australia Day they will be either hosting or attending a barbeque with family and friends, once again confirming the 'backyard barbie' as one of our most popular focal points for national celebrations.

According to the research from myinvites, a distant 2<sup>nd</sup> place activity for Aussies on Australia Day is being at the beach or having a picnic (27%). Another 15% said they would be attending an event or a concert and 4% said they would be going out for a drink.

Myinvites (<http://myinvites.com.au/>) founder Belinda Elworthy said the overwhelming tendency to fire up the barbie on Australia Day has always been the most popular activity for Aussies since the site began collecting statistics. "Hosting or contributing to a BYO barbeque on Australia Day is very entrenched as an Aussie tradition, probably more than any other day in the year," said Elworthy.

Myinvites is a 2 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 national 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 preparing their guest lists and activities, said Elworthy.

- ends -

### **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:**

Belinda Cordina on 0417 464 904 or [Belinda@myinvites.com.au](mailto:Belinda@myinvites.com.au)