

## **MEDIA RELEASE: HAPPYUNWRAPPY APP LAUNCH**

We're here to take the confusion out of choosing the ideal present for anyone, ever again. HappyUnwrappy has arrived, and it's about to revolutionise the process of gift giving.

We've all been there. You've spent hours traipsing around a mall or browsing online trying to find that perfect gift for a relative, only to hear the dreaded "Oh... that's nice" upon opening. Let's face it: special occasions involve far too many unwanted gifts. Imagine an app that would allow you to come up with your ultimate gift wishlist for any occasion and instantly broadcast it to friends and family, bringing a permanent end to gifting disasters? We've imagined it for you, and it's here: introducing HappyUnwrappy.

Now your colleagues, friends and family can have year-round access to information that helps them to choose the perfect gift for you every time. Tailored and tactful, the app enables users to get more creative than gifting just another generic gift voucher, pair of socks or box of chocolates.

The idea for the app was sparked during Christmas 2014, when a Sydney couple found themselves very pregnant, time-poor and frustrated at the exhausting task of choosing gifts for family and friends with vastly different tastes. "We realised there was a real gap in the market for an app like this – millions of people are wasting millions of dollars every day, simply for a lack of knowing which presents their family and friends would actually appreciate," note HappyUnwrappy's founders. "We figured that since there's a social platform for almost everything else, why not take the pain out of the gift-giving process?"

According to a Galaxy survey commissioned by Gumtree, Australians received an estimated \$520 million worth of unwanted gifts in 2014 alone. That's a lot of disappointed faces, and a lot of senseless waste. With help from HappyUnwrappy, never again will you find yourself scratching your head in a bookstore aisle on Christmas Eve wondering what to buy Uncle Henry. After visiting his HappyUnwrappy profile, you'll be able to simply buy him a gift he actually wants from an approved list of ideas.

HappyUnwrappy gives us a window into each other's favourite things, saving all those awkward conversations in the lead up to special events. From kids' birthdays to the office Secret Santa, we've got you covered. Get ready to save and share gift ideas with your family and friends.

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HappyUnwrappy is an iOS app designed to save and share gift ideas with family and friends. For more information about the app visit [www.happyunwrappy.com](http://www.happyunwrappy.com)