



Who's your Daddy?

RedBalloon experiences for dads of all shapes and sizes this Father's Day

redballoon
EXPERIENCE GIFTING

Wednesday August 17, 2011: Move aside socks, jocks and chocs - this Father's Day give your dad an experience to remember!

Operating across Australia and New Zealand, RedBalloon.com.au specialises in unique and memorable experiences. People have enough "stuff" in their lives, and giving that special someone the gift of an experience they can remember and re-tell for years to come is a much more meaningful, personal and memorable gifting experience – for both the giver and the givee!

RedBalloon General Manager for Consumer Kristie Buchanan says, "experience based gifts are all about the memories – the initial thrill of a new possession wears off, but our customers can keep on reliving their experiences for years to come."

With a range of more than 2,500 experiences available, from learning to fly a helicopter to brewing the perfect skinny latte, RedBalloon has something for even the fussiest of fathers!

And in addition to more than 2,500 experiences available online at RedBalloon.com.au, smart shoppers can also choose from a range of experiences in Target and BigW stores across the country.

The retail products are available in values from \$99 to \$299, and allow the recipient to choose from 100 experiences within a category, such as For Him, For Them and For Thrills. And just in time for Father's Day, RedBalloon are launching three new products in 10 Target stores across the country – For The Chef, For Adventure and For Indulgence, all priced at \$129. So there's sure to be an option for those notoriously hard-to-buy-for dads.

Ms Buchanan says these new products make it easy to select a personal and fun gift for dad, without breaking the bank.

"The set price makes these experience vouchers such a great option, and by offering a choice of so many products, you can be confident that your dad will be able to find the perfect experience to enjoy. And he may even take you along for the ride!"

Here are some great gift ideas for dads of all shapes and sizes:

Metrosexual Dads For the stylish Dads interested in fine dining, pampering and the best of everything: Barista Courses, Facials For Men & Day Spa Packages, Fine Dining, Winery Tours

Sporty & Adventurous Dads They're in to fast cars, the outdoors and getting physical, give them: Rally Driving & V8 Race Car Experiences, Golf Lessons, Paintball & Laser Skirmish, Mountain Biking

Stressed-Out Dads Dads who need a break from the working week will love: Massage at Home, Hot Air Balloon, Overnight Getaway, Sailing

Culinary Dads He can whip up a soufflé in seconds and flamb a pheasant, so why not give him: Beer & BBQ Cooking Class, Beer Tasting, Personal Chef, Chocolate Appreciation Course

New-Age Dads He's lost the long locks and flares but he's still a hippy at heart and he's all about Zen, man: Yoga Classes, Spiritual Reading with a Clairvoyant, Art & Craft Classes, Photography Courses

Visit www.redballoon.com.au to see the full range of experiences on offer. **Father's Day Discount Offer!** Receive \$30 off when you spend \$129 or more any experience. To redeem: Visit www.redballoon.com.au and enter the promotional code RBFDAY7 at the checkout to receive your discount. **Terms and Conditions:** Offer valid until 30/10/11. Promotional Code can only be used once per person. All purchases are subject to RedBalloon T&Cs, for full details see: www.redballoon.com.au/help/terms-conditions

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For more information please contact: Lauren Ashton, Communications Specialist – favourite experience: Siberian Husky Dog Sledding. P: 02 8755 0034 M: 0404 136 765 E: lauren@redballoon.com.au

About RedBalloon RedBalloon.com.au has been giving people the chance to fulfill their dreams for a decade in Australia and New Zealand. With over 2500 unique gift ideas including race car driving, hot air ballooning, horse riding on the beach, and tiger moth flights to massages, romantic dinners and getaways, RedBalloon has the perfect gift for any occasion. RedBalloon Experience Vouchers, Gift Certificates and Gift Boxes can be purchased online or in selected retail outlets.

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