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Gift Registry Bingo

Press Release

ANNOUNCING THE LAUNCH OF GIFTREGISTRYBINGO.COM

A personalized and interactive bridal shower or baby shower bingo game that makes the gift opening fun for everyone (instead of just the guest of honor)

CHICAGO – April 26, 2011 – Today marks the introduction of Gift Registry Bingo.com, an interactive site that allows wedding shower or baby shower hosts to design and personalize a shower bingo game based on the guest of honor's gift registry.

"Gift Registry Bingo" (also known as "Shower Bingo", "Bridal Bingo", or "Baby Bingo") is the latest trend in bridal shower and baby shower entertainment. Often shower guests complain that watching someone else open gifts for an hour is dull, and they feel obligated to fake ooh's and ahh's over items like towels and Tupperware sets. Gift Registry Bingo injects life into the party by making the gift opening portion interactive. Each guest receives a bingo board with the purchased registry gifts scrambled onto the tiles. As the guest of honor opens a gift, the guests mark that off their bingo board. Often the guests cheer for "All I need is 'spoons', open a small one!" etc.

Until now, women have been designing the bingo boards by hand, and painstakingly taking the time to randomize the gifts listed on each one. Some companies have sold blank bingo boards where guests need to *guess* what gifts will be in the gift pool, and fill in their own boards. However, not everyone has a realistic chance to win then. Also on the market are 10 packs of pre-filled-in bingo boards with gifts *typically* bought at a baby shower or wedding shower. Again, however, this does not guarantee those gifts will be present at the shower. Not to mention, every 10th guest would have an identical board.

Gift Registry Bingo is the only bingo game maker that allows shower hosts to personalize the design of each board as well as have the specific gifts purchased from their guest of honor's registry automatically scrambled onto the boards. It is quick (great for last minute party planners!) and easy! On GiftRegistryBingo.com, the user can enter the guest of honor's name and the occasion to have it appear personalized in the title of each bingo board. The user also designs the board by choosing the border colors, tile pattern, and the graphics she would like displayed in the title as well as the free space. Gifts purchased from the guest of honor's gift registry are entered into a word bank. Each board has an identical design, but randomized gifts entered onto the tiles. The user may print unlimited boards instantly from a home computer for one flat fee of only \$9.99.

To view a video demonstration of how GiftRegistryBingo.com works, visit:
http://www.youtube.com/watch?v=q8h1zrh5YEQ&feature=youtube_gdata

To try the site out for free, please send an email to info@giftregistrybingo.com and request a press promo code.

About GiftRegistryBingo.com: GiftRegistryBingo.com was conceived in April 2009 by creator and founder, K.C. Gathman. It is headquartered in Chicago, IL, and has users from coast to coast. It aims to shatter the mundane baby and bridal shower routine of guests being polite to cover up their boredom. Gift Registry Bingo is the up and coming trend in shower entertainment because it makes the gift opening portion of the shower fun for all the guests (instead of just the guest of honor)!

About K.C. Gathman: K.C. Gathman is a Chicago area native. She holds a B.A. in Marketing and minors in Computer Science and Entrepreneurship from Indiana University. Akin to Katherine Heigl's character in the movie "27 Dresses", she has personally attended 19+ showers in the last 3 years. She decided to hand-code GiftRegistryBingo.com on her own when she wanted to create the game for her sister's wedding shower, but discovered that no other website offered the personalization and functionality she desired. Being a user herself, she knows other women will benefit from a low cost, fast, and simple shower bingo creator.

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