



## **Life's To-do Lists Growing in Popularity - Signature Days Provides Attainable Experiences for Every Dreamer on Your Holiday Shopping List**

Chicago, IL, December 12, 2007 --(PR.com)-- Life's to do lists have become increasingly more popular. Evidence of the life lists' surging popularity is ever present with books and movies on what to do and see before you die, multiple life list Web sites and a new phenomenon called "experience gifts." Signature Days, a revolutionary company, enables people nationwide to fulfill these lifelong dreams as trends dovetail to create a unique and growing-niche market.

"With Signature Days, checking off multiple items on life's to do list has never been more feasible or accessible," said Andrew Playford CEO and Founder of Signature Days. "Signature Days allows consumers to turn lifelong dreams into reality. And, most people would be surprised to learn that these experiences are not only available to the super-rich."

With some starting at \$50, Signature Days experiences range from adventurous to whimsical and include white-water rafting, hot air balloon rides, being a fighter pilot or renting a Harley for a day.

"When explaining why the concept of giving an experience is catching on, I defer to the old adage," said Chris Widdess President and Co-Founder of Signature Days. "We all have a limited number of days on this earth - and some of those days should be extraordinary. That's why we've created a one-stop- shop of experiences that help people drift away from the drawls of everyday life and sip in the moments that take their breath away."

The company offers over 3500 experiences in over fifty major metropolitan areas around the nation. These experiences can be given individually or the recipient can choose their dream experience when they receive a Signature Days gift card. Experiences are available online at <http://www.SignatureDays.com> or in the gift card section of Costco, Wal-Mart, CVS, and other chain stores nationwide.

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