Free Birthday Gift Website Celebrates Its Own Birthday by Registering Its 500,000th Member

www.freebirthdaystuff.com, which offers members free goods and services on their birthday, celebrates its first year online by passing the half million member mark.

West Hartford, CT, June 10, 2008 --(PR.com)-- Just one year ago, stay-at-home mom Celest Benn could not have imagined half a million anything, never mind having that many members on her new “Birthday Website” venture. But her idea for a website that gave away gifts and services on someone's birthday turned out to be a winner, and www.freebirthdaystuff.com recently passed two milestones - its own first birthday, and its 500,000th member.

“It's been an incredible journey, and I still have to pinch myself when I realize it's just one year old,” says an enthusiastic Benn. “We've definitely hit upon a fun niche, one that people of all ages really enjoy using.”

The website allows people to join for free (“no credit card needed or annoying popups” added Benn), and directs them to companies (both local and national) that give away “free stuff” on someone's birthday. The “free stuff” can range from a free meal at a local eatery, to a free car wash, to free shipping from an online retailer, and many, many others. The companies are searched via area code - you put in the area code you will be in on your birthday, and you get a (rather large) list of companies that will offer you “free stuff.” All told, there are over 4,500 participating companies, with more added every day.

The site has not gone unnoticed by the media. Journalist Rick Hancock (Fox61news.com) called it “... the fastest growing gift giving/ free site on the internet.” In addition, Benn has been interviewed on numerous radio programs, TV morning shows and is planning national TV spots in the near future.

The website has also had an unplanned effect on service people overseas. By putting in their children's birthday, service people can ensure that their loved ones back home have a special day, as the website will send a greeting and all kinds of free offers. Benn tells of service people's families going on a mini-golf outing, with the birthday boy or girl playing for free, and then getting a free snack afterwards at a local ice cream stand, all arranged by the person overseas. “When you're overseas, it can be heartbreaking to miss a child's birthday,” said Benn. “So Free Birthday Stuff has made it easy to recognize and celebrate someone's birthday, even if you're not there. In fact, it's the next best thing to actually being there.”

About Free Birthday Stuff
Based out of West Hartford, CT, www.freebirthdaystuff.com boasts over 4,500 companies nationwide that offer members free “stuff” (both goods and services) on their birthday. Registration is free, with no credit card required, and the site is very easy to use - people simply sign up, enter their birthday (and the birthdays of loved ones) and search the database of participating companies (sorted by area code) that offer free goods and services for those celebrating a birthday. You can visit the website at www.freebirthdaystuff.com

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Contact Information:

www.freebirthdaystuff.com
Celest Benn
480 628 8000
celest@freebirthdaystuff.com
www.freebirthdaystuff.com
59 Penn Drive
West Hartford, CT 06119
(480) 718-7983 fax

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