

## FOR IMMEDIATE RELEASE

### **The Gift Dilemma: 78% Would Choose Doing Taxes Over Gift Shopping A Revolutionary Fix Awaits**

Brisbane, 2 April – It's the revelation that could change the way we celebrate, a staggering 78% of people find selecting gifts for Birthdays, Christmas, and Anniversaries more stressful than doing their tax, according to a recent survey conducted by gift app Cadu. In this surprising statistic lies an unexpected opportunity for change, with Cadu at the forefront of redefining the gift-giving experience.

The survey, which delved into the attitudes and anxieties surrounding gift-giving, uncovered a surprising sentiment, while finding the perfect gift is a source of considerable stress, the desire to give and receive meaningful gifts remains stronger than ever. This paradox highlights the need for a solution that preserves the joy of gift-giving without the associated dread.

“Gift-giving should be a source of joy, not anxiety,” states Andrew Rathbone, CEO of Cadu. “We found a huge amount of frustration in people trying to find the right gift for special occasions although being unsure what to select, so we focussed on creating a stress-free way to make the process simple and enjoyable”

Cadu leverages the power of technology to streamline the gift-giving process. Its intuitive platform allows users to curate personalised gift lists based on their interests, preferences, and events they are celebrating. This not only eliminates the guesswork for the giver but also ensures that gifts are genuinely appreciated, fostering deeper connections between friends and family.

As Cadu continues to innovate, the gift-giving conundrum faced by millions could soon be a thing of the past, replaced by a new era of meaningful, joyful, and personalised gifting.

#### **About Cadu**

Cadu is revolutionising gift-giving with its unique app that prioritises personalisation, convenience, and genuine connections. By addressing the common pitfalls of traditional gift-giving, Cadu is setting a new standard for how we celebrate life's special moments, ensuring every gift is as unique and special as the person receiving it. Download at [www.cadu.app](http://www.cadu.app).

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