



## **Drawnames.com® Is Back!**

*Free Online Secret Santa gift exchange service gains popularity*

Raleigh, NC, November 16, 2009 - "DrawNames.com is back!" is a common exclamation these days in the emails that organizers send to their groups on [www.DrawNames.com](http://www.DrawNames.com). After closing the free web site in 2008, Janie Schaeffer, founder of DrawNames.com, re-launched the web site in September of this year. She couldn't be happier with the reactions of her gift exchange organizers. "The new version of DrawNames.com is much simpler, and our groups are having more fun," says Janie. "The decision to partner with [www.Lootjstrekken.nl](http://www.Lootjstrekken.nl), my Dutch counterpart, has created the easiest gift exchange organizer on the internet, with no logins or passwords needed. Our groups love it."

[www.Drawnames.com](http://www.Drawnames.com) is a free online service that organizes Secret Santa gift exchanges for family, co-worker and friends. Without the use of logins and passwords, DrawNames.com utilizes just two emails to organize a gift exchange. A popular feature of the application allows members to ask their drawn person anonymous questions such as "What color?" and "What size?" As always, the Organizer can exclude members (such as spouses) from drawing each other. "The unique feature of only utilizing emails to organize the exchange gives us a distinctive edge over our competitors, Elfster and SecretSanta.com," says Janie. "Our members are relieved to know they don't have to remember logins and passwords from year to year."

Arjan Kuiper and Rob den Breejen, founders of Lootjstrekken.nl, contacted Janie with the proposal to make DrawNames.com the English version of their successful Dutch web site. Lootjes trekken means "draw names" in Dutch, and is the most popular gift exchange organizer in the Netherlands. Lootjstrekken.nl celebrates its 10<sup>th</sup> anniversary in 2009 with over 700,000 members and growing strong. "400 years ago Henry Hudson arrived in Manhattan and brought Dutch traditions to America," says Arjan. "While we won't have the same impact on history, we think DrawNames.com is a great way to celebrate 400 years of friendship with the US."

Originally founded in 2002 by Janie Schaeffer, Drawnames.com is a free service that clears up confusion and makes it easy and fun for the group organizer to coordinate Secret Santa gift exchanges with friends, co-workers and families. Janie realized the need for such a service when her 17-member family chose to do a holiday gift exchange that was confusing, disorganized and led to duplicate gift-giving.

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### **Contact Information**

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