Don't Be Anniver-Sorry: Be the Better Half

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As August approaches, the most popular month to get married may also prove to be a testing time for forgetful wedded couples who fail to prepare for their anniversary. Latest research released today by SuperBreak has revealed more than a third (34 per cent) of couples are regularly 'anniver-sorry', forgetting to pick up a present or plan a celebration to make their other half feel special.

The research also revealed one in 10 hapless husbands and wives are not even aware of the traditional anniversary gift list, while a further quarter struggle to find themed ideas which are relevant.

This year help is on hand for those searching for gift ideas and looking to earn their position as the better half! Inspired by the research and in collaboration with its partners, including the UK's leading wedding website, Confetti.co.uk, SuperBreak has curated a brand new Anniversary Collection - including the very best offers on short break package holidays that are sure to guarantee brownie points for the year ahead.

The inspiring collection includes romantic countryside retreats with added extras for her, unforgettable experiences for him and everything in between, designed to tie in with the traditional gift whether celebrating your first or 50th anniversary.

Jacquie Fisher at SuperBreak commented: "As part of our research, we asked both men and women to vote on their idea of the perfect anniversary present and a holiday, a once in a lifetime experience and a surprise date night were the top three gifts of choice. With this in mind and as anniversary season fast approaches we have compiled our gift guide which we hope will provide a lifeline for those struggling for inspiration. Our Anniversary Collection is packed full of ideas to make sure your anniversary this year really is one to remember."

Anyonita Green at Confetti.co.uk added: "We help thousands of couples prepare for their big day every year and our database shows August is by far the most popular month to wed. We'd like to join SuperBreak in sharing a huge congratulations to all those tying the knot in 2015, as well as those looking forward to celebrating their anniversary together. Planning an experience such as a short break or date night is the perfect way to celebrate those special memories as well as creating new ones that will last a lifetime."

Example gift ideas included in the Anniversary Collection:

1st (Paper): Relaxing Peak District Break with Cream Tea and Shopping Voucher - From £99 pp

Stay at the stylish 4* Hallmark Hotel Derby nestled at the edge of the beautiful Peak District and close to iconic stately homes and even Twycross Zoo. This two night break includes cream tea and the chance to treat your loved one to something new with a £20 voucher for the Westfield Shopping Centre included!

10th (Aluminium): Stomp! West End Theatre Break and Sightseeing - From £161 pp

If you're looking for a unique gift, sure to please even the hardest to buy for, this exciting trip to the West End is for you! Including tickets to see Stomp!, which remains one of London's most popular, feel-good shows. This two night break includes accommodation at the 4* Mercure London Greenwich hotel plus free sightseeing Thames River Cruise.

50th (Gold): Reykjavik Golden Circle Tour – From £383.50 pp

Go all out for your 50th wedding anniversary gift and celebrate in spectacular Iceland. The Golden Circle Full Day Tour lets you see the best this incredible destination has to offer. This package includes flights, three nights' accommodation at a 4* hotel and tickets to the Golden Circle Tour.

To view the full collection simply visit:http://www.superbreak.com/social/anniversary-gift-guide.

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