

Dream Bucket List App - Live The Life You've Always Imagined

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Denver based Switchback Media LLC introduces Dream Bucket List 1.0, its new lifestyle app developed for iOS devices. Dream Bucket List is designed specifically to keep the user focused and driven on completing their long-elusive goals by guiding them through the potentially painful planning process. It features a "Your Bucket" screen, giving the user the freedom to list everything they want to knock off their bucket list. Within each bucket list item, the user can set up smaller goals.

Denver, Colorado - Live the life you've always imagined! Switchback Media LLC is proud to announce the release of its newest app, Dream Bucket List, the second of three in a line of list keeping apps available free today in the iTunes store. Although Dream Bucket List showcases a fun and simple interface similar to that of Gift It, Switchback's Christmas Shopping List app, the goal (no pun intended) with Dream Bucket List is straightforward: It is designed to keep the user focused and driven on completing their long-elusive goals by guiding them through the potentially painful planning process.

"We all have that one thing in our lives that we're longing to do but either keep putting it off or start it only to quickly get distracted and discouraged" says Switchback Media Chief Creative Officer, Mark Imperial. "And it's never a good feeling when that happens, especially when it can be avoided with only minimal planning and a little push from the right person, or app in this case."

Dream Bucket List functions similarly to Gift It. However, It features a "Your Bucket" screen, giving the user the freedom to list everything they want to knock off their bucket list. Within each bucket list item, the user can set up smaller goals that will lead them to their major bucket list goal. Whether a goal costs money or it's free, the user will always have this information with them, right on their smart phone. Switchback feels that this feature sets their bucket list app apart from some of the similar apps in the iTunes store.

"Without the app, it's similar to expecting someone to start driving West from New York to California without any specific itinerary. Sure they will understand that they must drive West, but what motivates them to keep going without being shown the exact roads and how much money they need to spend on gas?" states Imperial.

Once a goal is completed it can be deleted entirely or crossed out and moved to the bottom of the list to show the accomplishment. Progress can be tracked by percentage or color scale to show how close the user is to completing their long-desired dream.

"People will be pleasantly surprised at how fast and pain free the process of completing major goals really is after one completed bucket list item turns into five completed bucket list items" says Chris Allan, Switchback Media's Chief Executive Officer. "It's an unbelievable testament to the power of planning and momentum!."

Dream Bucket List also features the ability to share common Bucket lists, goals and plans with friends and family. Switchback understands that many goals and dream vacations involve more than one individual so they felt it was important to implement a sharing process.

Feature Highlights:

- * Easy looking and relaxed theme to take the stressful edge off of goal planning
- * Share bucket list options that allow user to work with others to complete a goal together or plan that dream vacation

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- * User can create and manage Bucket lists within their "Bucket" and manage lists by setting goals to reach those accomplishments
- * User can easily track the progress of their lists to help them stay focused

"Is reaching these goals still going to be difficult and does it take some effort in the long run? You betcha, but it's much easier when it's listed and you have a helping hand to guide you each day" assures Imperial.

Device Requirements:

- * iPhone 3GS (or above), iPod touch (3rd generation and above) or iPad
- * Requires iOS 4.3 or later
- * Universal app optimized for display on all iOS devices
- * 16.7 MB

Pricing and Availability:

Dream Bucket List 1.0 is free and available worldwide exclusively through the App Store in the Lifestyle and Productivity categories.

Switchback Media:

<http://switchbackmediaapps.com/>

Dream Bucket List 1.0:

<https://itunes.apple.com/app/dream-bucket-list/id572420701>

YouTube Video (Promo):

<http://www.youtube.com/watch?v=U09vArHmVIQ>

Screenshot:

<http://a280.phobos.apple.com/us/r1000/068/Purple/v4/3e/ab/13/3eab1309-7e10-82a8-5f98-f767dafcd2e0/mzl.lpdyeiki.320x480-75.jpg>

App Icon:

<http://a2.mzstatic.com/us/r1000/087/Purple/v4/5f/03/1a/5f031a04-f246-a366-0f2c-74e801ca3189/mzl.ikdlzepl.175x175-75.jpg>

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