

# Mile High Club? Check in before you are 40

Submitted by: Quinn Garvey PR

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08 July 2009: The definitive guide of '100 things to do before you are 40 in the UK' launches on Monday (13 July) on AQA2U AQA (<http://www.aqa2u.com>), the micro publishing service for the mobile phone.

By texting FORTY2U to 63336 at a cost of just 25p per text, customers will receive a new challenge, task or goal every 48 hours that has made it into the ultimate list of 100 list of things to do before turning 40.

"Forget snorkelling in the Great Barrier Reef or trekking through the ruins of Machu Pichu, our list is about tasks you can achieve in the UK and ranges from skinny-dipping to skydiving, from showering in a waterfall to serving in soup kitchens," said Anthony Garvey (43), joint publisher of the content. "Those in their forties like me, can look back wistfully at what we failed to achieve and smile knowingly at what we have managed to tick off the list," he said.

The work of putting the list together was coordinated by co-publisher Seamus Heffernan (26), who confirmed (without smiling knowingly) that joining the Mile High Club was indeed among the 100 items on the list:

"We tirelessly trawled the internet to assemble the top 100 and believe for some it will be a fun new service, while for others it could be an opportunity to set some novel and motivating goals and make their lives a little more interesting and fulfilling," he said.

"If the service proves successful, we will look at setting up an online blog to chart people's journeys towards achieving their goals," he said.

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Notes to Editors:

1. AQA2U is a brand new service from the company that runs the AQA 63336 service, the UK's most accurate text Q&A service. AQA ([www.63336.com](http://www.63336.com))
2. The list of 100 has been condensed into text messages of 150 characters or less. Subscribing is easy. Simply text FORTY2U to 63336. It costs 98p to subscribe, thereafter 25p per text subject to a maximum of £3.50 per month. You can end your subscription at any time.
3. The service sends texts to the subscriber every 48 hours on weekdays, Monday, Wednesday and Friday.
4. Anthony Garvey and Seamus Heffernan met when completing a Masters in Business course at the IT Tralee, in County Kerry in the Republic of Ireland.

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