

A Gift With The Lure Of The Outdoors

(NAPSA)—Even if you don't know a rod from a reel, a leading retailer is making it even easier to find the right item for the outdoor enthusiasts on your gift list.

Chances are, even if you don't know what they want, they do—and since gift cards are the top gift choice for 79 percent of U.S. consumers, according to The Hartman Group, it makes sense to let them select it with a gift card from Bass Pro Shops.



A Web site that specializes in gift cards is making it easier to shop for the outdoor enthusiasts on your gift list.

All it requires is a trip to a local grocery where you can purchase a gift card at the Gift Card Mall. The cards can be redeemed for online purchases, catalog orders and purchases made at Bass Pro Shops retail stores. Another aspect that some say makes the card a “great catch” is that they can be purchased online at GiftCardMall.com and personalized with a photo or message to reflect the interests of the person receiving it.

There are cards that celebrate hunting or fishing, as well as birthday cards, a thank-you card and an any-occasion card. Gift CardMall.com also offers a number of exclusive products, such as sports cards good for tickets, concessions and merchandise from participating professional and college sports teams.

To learn more, visit BassProShops.com and GiftCardMall.com.