

Gift Cards Help To Eliminate Unwanted Gifts

(NAPSA)—We get them every year—the fruitcakes, the ugly ties—unwanted gifts that are well-intentioned, but truly miss the mark. People give them because they are unsure of what to buy and then we “regift” them because they’re certainly not something we want, creating a never-ending cycle of unwanted gifts.

What if there was a way to stamp out unwanted gifts and put an end to regifting? A gift card or certificate may be just the answer.

A gift certificate lets your friends and loved ones get exactly what they want from their favorite merchants, ensuring that your gift won’t end up on the unwanted gift circuit.

Gift certificates are also hugely popular with adults and teens; nearly three-quarters of all consumers purchased a gift certificate in 2004 and more than half said they wanted to receive a gift certificate during the holidays, according to the National Retail Federation. Also, a recent study by Stored Value Systems found that gift certificates were the first choice when teens bought gifts for their friends and that nearly two-thirds of teens have purchased a certificate.

The meteoric rise in popularity of gift certificates also means that they are no longer seen as impersonal gifts—in fact, giving a gift that people truly want is the best way to show that you care.



As gift certificates become more popular, however, it can be difficult to know where to go to purchase a certificate since nearly every business sells them. A great option is to look at online certificate providers such as GiftCertificates.com, which offers certificates to hundreds of different merchants in more than a dozen categories, including retailers, travel services, restaurants, electronics, entertainment, and more.

You can also find tips and advice about gift certificates online if you aren’t sure what is appropriate for that special someone or occasion. A good place to start is the Gifting Resource Center (www.GiftingResources.com).

If you still aren’t sure which certificate to buy, there are options such as the SuperCertificate, which can be redeemed for original certificates to any of the hundreds of retailers on GiftCertificates.com’s site (www.GiftCertificates.com), providing seemingly endless gift choices, personalization options, and delivery preferences.