

HOLIDAY GIFT IDEAS

Gift Giving Gets Personal

(NAPSA)—There's a reason some people seem to have a "gift" for holiday shopping—they avoid the gift-giving rut.

That's the word from the Dean of eBay Education, Jim "Griff" Griffith. He says people tend to buy the same or similar items every year out of habit, and that over time these gifts lose their thoughtfulness and become predictable and stale. However, people who shop thoughtfully can avoid the gift-giving rut by keeping their gifts unique, personal and memorable —year after year.

"Griff" is a former antique dealer and collector, seasoned buyer and author of the "Official eBay Bible." He offers these tips for choosing "smartly bought" gifts to turn ordinary consumers into extraordinary gift-givers:

- **The Gift Of Experience**—Think about good times and experiences you've shared with the person you are shopping for. For instance, a new tackle box would be a great gift for your dad if the two of you have shared fishing adventures. If you and your mom have spent time taking a cooking class together, see if you can find a recipe book with her favorite type of meals.

- **A Gift For Decorating**—You may want to give someone a gift that he or she would like to display. For instance, parents would appreciate a picture frame that matches their living room (holding a photo



Get Personal—Putting some thought into this year's crop of holiday gifts can keep presents unique and meaningful.

of you, of course). Children tend to like posters with their favorite TV or movie characters on them.

- **Personal Presents**—Think about the unique traits or idiosyncrasies a person may possess and try to buy accordingly. If your brother is forever attached to his personal digital assistant (PDA), a nice monogrammed case to protect it could be the perfect accessory. If your sister loves to travel, a travel diary can help her track her experiences.

- **A Gift From The Past**—Think about the person's childhood and past experiences—there is virtually nothing you can't find on eBay, so try tracking down something from the person's childhood hometown, their favorite sports team or their alma mater.

For more ideas and information, visit www.ebay.com.