



HOLIDAY GIFT IDEAS

Gifts That Help Others—Make A Difference

(NAPSA)—This holiday season, Americans are elevating their gift giving by giving the gift of charity.

Charitable gift cards are expected to be one of the hottest gift cards this season. In fact, last year, Forrester Research reported that more than half of those surveyed preferred gift cards to any other gift.

CharityChoice Gift Cards is one of the organizations offering these 100 percent tax-deductible gifts, especially desirable during this fiscally tight holiday season. Here's how CharityChoice Gift Cards work:

Purchases are made online and choices range from e-cards, gift certificates or physical gift cards and offer holiday-themed versions. The recipients can then donate the value of the card to the charity of their choice.

CharityChoice Gift Cards offers more than 100 nationally recognized nonprofits for the gift recipient to choose from. This allows the recipients to be more personally involved with the donation made on their behalf.

The Web site is easy to navigate, with the charities divided into categories including animals, children, cultural and educational, disabilities, disaster relief, elderly, environment, health, poverty and international.

CharityChoice Gift Cards never expire or lose monetary value. They have a low administrative fee of 10 percent and \$0.50 per card, which also helps benefit special-needs children through Special Kids Fund, the parent



Make a **CharityChoice**
choose from over 100 charities



Charitable gift cards can help make a difference in the lives of others. Holiday cards are also available.

organization of CharityChoice Gift Cards.

CharityChoice Gift Cards are perfect for anyone:

- Eco-conscious: gifts can be purchased online and received via e-cards, leaving no carbon footprint. There are also many environmental charities to choose from to designate the value of the gift card.

- Budget-minded: gifts can be purchased for as little as \$5 and are 100 percent tax deductible for the purchaser.

- Procrastinators: e-cards can be purchased online and sent to the recipient at a moment's notice.

- Do-gooders: both the giver and the receiver can feel good that this gift will go toward the worthy cause that is selected.

Charity gifts are also perfect as holiday business gifts.

CharityChoice's customization suite enables branding, from custom card design to unique redemption pages that clients visit when redeeming their corporate gift.

For more information or to purchase a card, visit www.ccgiftcards.org.