

Holiday Hints

Gifts That Matter Focus On Meaning

(NAPSA)—The most memorable gifts are often the ones that focus on meaning.

According to a recent Consumer Reports Holiday Shopping Poll, nearly one-fifth (19 percent) of consumers planned on returning some of the gifts they received. Instead of a gift that may wind up being returned, try giving something that is memorable. Here are some tips to get you started:

• **Give the gift of time—**

Time is one of the most precious gifts you can give to someone. Offer to help a friend or family member with housework or with a task that's hard to find the time for. Volunteer to babysit or weed the garden. Or invite them to a home-cooked dinner made by you—the thought and time you put into the meal and details will make a memory that will be guaranteed to last all year round.

• **Ditch the gift card—**

According to a recent Deloitte survey, nearly half (47 percent) of consumers have an average of six unused gift cards laying around. Whether they got lost in the back of a wallet or just simply go unused, gift cards aren't always the best answer for the hard-to-please person on your list. Take the time to pick out a tangible gift to ensure it won't be fast forgotten.

• **Make a memory, give a memory—**The holiday season also marks the end of a year's worth of great memories. Help family and friends treasure favorite moments



Creative and meaningful gifts will be remembered.

from the past year by creating a personalized desktop calendar or flip book from an online photo site such as Snapfish.com. Available in a variety of colors, layouts and sizes, the photo gifts are easily customizable with favorite photos and original text, so you can create a one-of-a-kind gift that can stay on display year-round.

• **Pay it forward—**The holiday season can be a great time to give to those who are less fortunate. Surprise loved ones with a meaningful donation in their name to a local food bank or a donation of products to a charity like Toys for Tots or Meals on Wheels. Get even more creative with a gift that's beautiful to look at and also gives back.

The Make-A-Wish Foundation of America has partnered with online photo site Snapfish.com to create a Make-A-Wish custom cover photo book that can be personalized with your own photos. Thirty percent of all proceeds from the sales of the books will go directly to Make-A-Wish.