

GIFT IDEAS

Giving The Gift They Really Want

(NAPSA)—If you're looking for a gift people really want, pick up a gift card. According to a study by the National Retail Federation, it is the gift of choice over clothing, consumer electronics and jewelry. In addition, a gift card never has to be returned and is convenient to buy at the grocery store.

To personalize gift card giving, Michele Beschen, host of PBS and Create TV's *B. Organic*, suggests some fun, simple, homemade ways to get creative. These ideas can be made on your own or as part of family time:

- Help someone relax with a SpaFinder Gift Card presented with a beautiful homemade tea kit created from an old tin box and cardboard. A SpaFinder Gift Card is good for spa treatments in over 7,000 spas, salons, yoga or Pilates studios and fitness centers. There's likely a spa or wellness experience in most areas and global travel destinations.

- Make a homemade fishing pole using a long branch that incorporates handmade tackle accessories and a bobber. Hang a Bass Pro Shops gift card from the end of a hook. Bass Pro Shops has great gear for people of all ages and for a number of outdoor activities such as hiking, fishing, hunting, camping and kayaking.

- Planning a night out with family or friends can be easy. Make a handmade magnetic calendar from a dry erase board and pair it with an Applebee's gift card. Mark down your next family, girls or guys night out. Applebee's has a healthy indulgence menu and is a great place to watch a game.



A recent survey found 57 percent of people appreciate gift cards.

- If you're shopping for a music lover, you can make a one-of-a-kind scarf out of a few T-shirts from favorite bands. Cut the shirts, sew them together and add a pocket to hold an iTunes gift card, which can be a great gift for anyone. iTunes gift cards provide one-stop entertainment as they can be used to purchase music, movies, TV shows, apps, games, books and more.

- Make a wall rack organizer using the front of an old dresser drawer. Add vintage doorknobs, accessories and hooks. Hang a jcpenny gift card from it. jcpenny offers a large selection of unique and affordable gifts for just about everyone. It's a great place to find style at compelling prices that make sense in this economic climate.

Gift cards and many of the materials used to create these unique gifts are conveniently available at grocery stores.

To learn how to save with gift cards and other creative tips and to share your gift card tips, visit www.facebook.com/GiftCardsRock.