

# Gift Ideas

## Striking The Right Note

(NAPSA)—When looking for a meaningful gift that provides lasting value, why not give an experience—such as learning to play a musical instrument?

In a survey conducted by Toluna Global Omnibus for the National Association of Music Merchants (NAMM), 58 percent of consumers regretted not learning to play a musical instrument, and 34 percent of consumers said they preferred to give loved ones gifts that offer an experience.

“The only way a retailer is going to drag consumers away from their PC or mobile phone



**Playing an instrument is fun and reduces stress.**

this holiday season is by offering a compelling experience,” said Robin Lewis, CEO, The Robin Report and co-author of “The New Rules of Retail.” “Whether it’s Lululemon’s yoga classes or music lessons at their hometown music store, these are life-enriching experiences that consumers cannot get online.”

Playing an instrument does not have to break the bank. Simple musical instruments such as harmonicas, ukuleles and keyboards make great gifts, provide training for the same skills needed to play their larger counterparts, and cost less.

Visit a local music store for advice on instruments that best suit your budget and musical interests. You can find them at [www.wannaplaymusic.com](http://www.wannaplaymusic.com).