

GIFT-GIVING IDEAS

The Secret To Being A Gifted Giver Is In The Cards

by *Robyn Spizman*

(NAPSA)—From wedding to anniversary gifts, birthdays to baby gifts, and with countless choices available, it's easy for a gift giver to become overwhelmed. Since we are not mind readers, now there's good news and timely advice for selecting the right gift. Whether you're a last minute shopper or a gifted giver, there's a time-saving idea that takes the guesswork out of gift giving.

To avoid a gift that will end up on a closet shelf, select a gift that someone really wants. The Bank of America Visa® Gift Card, which was designed to make gift giving easy, may be just what you've been looking for and offers the gift of choice. This quick-order gift card can be used whenever and wherever a Visa card is accepted at more than 22 million locations worldwide—including online merchants and ATMs.

Easily activated, recipients can use the card to purchase anything they want up to the total value of the card. Plus, you can personalize your gift and add your special touch. You choose from more than 20 colorful gift card designs and select a personal message to print on the card. Once ordered, the card is embossed with the recipient's name and your personal message. You can then have the gift card sent to you or your someone special. You select the dollar amount which ranges from \$25 to \$600 and a major advantage is it's more secure against loss and theft than giving cash, a check or a gift certificate.

Since its recent debut, the response to the Bank of America Visa Gift Card has been outstanding. In fact, over the past year nearly one-half of U.S. consumers have given a gift card of some kind and predictions forecast



more than 432 billion will be spent in the coming year purchasing these personalized presents for every occasion. Newlyweds love gift cards since they receive the gift of their choosing, while graduates think they are totally cool since it's like having their very own plastic payment card with no strings attached. New moms praise the cards for their versatility and dads vouch for their practicality and usefulness of your hard-earned cash.

Gift Cards are the one-stop-shopping resource and make smart sense for gift giving. Your recipients receive your gift and then get to choose what they want and when they want it. So, next time you are wondering what to give that special person for a special occasion, remember when it comes to gift giving, the answer is clearly in the cards—gift cards that is.

To order a Bank of America Visa Gift Card, log onto www.bankofamerica.com/giftcard or call 1-866-261-3594. All you need to purchase a card is a Visa or MasterCard debit or credit card and your recipient's name, address and phone number.

• *Robyn Spizman, The Gift Guru, is the author of The Thank You Book and many other books on gift giving.*