

FAMILY MATTERS

What To Get Dad

(NAPSA)—They're too young to drive to the mall, their piggy banks are small and most can't yet tell the difference between a ratchet and a socket, so how are young children to buy dad the gift he wants for Father's Day? Easy. They pick out the perfect gift card for dad at their neighborhood grocery store while shopping with mom.

"Children feel proud that they can pick out and purchase gift cards by themselves," says Talbott Roche, senior vice president of



A gift card is an easy solution to the "Dad's Day Dilemma."

Blackhawk Network, the leading third-party prepaid card distributor in the world. "Siblings can pitch in together to get a higher-value gift card, and they can go shopping with their father to redeem their gift card to make it an all-around fun experience for them."

According to a 2005 study by the National Retailers Federation, gift cards were the second most popular gift for Father's Day, just behind clothing, with 24 percent of respondents saying they planned on buying a gift card for their father's special day. With the purchase of a gift card, children can help create an activity to share—whether it's a shopping expedition to the mall, a visit to the video store or movie theater, or a restaurant meal. The Gift Card Mall, which can be found in grocery, drug and convenience stores such as Safeway, Giant Eagle and Lowes Foods, carries a variety of gift cards from more than 25 of America's best-known retailers, restaurants and entertainment venues—including BLOCKBUSTER, Chili's, The Home Depot, Foot Locker and Starbucks Coffee.