

Gift Giving In 2001— A Brand New Holiday Protocol

(NAPSA)—With the holiday season rapidly approaching and the current American frame of mind focused on more serious topics, the number one question is—what is an appropriate gift this year? In these times, marked by uncertainty, the public has many questions about the tradition of gift giving—what to give, how to give in a meaningful manner, and whom to give to.

Instead of wondering how to approach the holidays this year, you may use the time as an opportunity for healing, self-reflection, togetherness with family and friends and celebration for all that you have. To help deal with the awkwardness of gifting, here are



Christmas Garden Gifts and Accessories from Bath & Body Works.

some helpful hints to aid you in making the most of the season and your gift-giving.

Holiday Gift-Giving Do's	Holiday Gift-Giving Don'ts
<ul style="list-style-type: none"> • Collect Memories. A gift that can serve as a memento of the past will outlast the holiday season and be cherished for years to come. Create a photo album, frame a favorite picture or poem or develop a list of your favorite funny sayings in a special card. Memories help you to reflect on the past and move on to the future. 	<ul style="list-style-type: none"> • Don't take precious moments for granted. Record the good times on film or by digital image and savor the moment when you are in it. A picture is worth a thousand words, but a memory lasts a lifetime. Give a friend or family member the gift of time—a trip to the movies, a dinner hosted at your house or a best friend getaway weekend.
<ul style="list-style-type: none"> • Give it special thought. A gift that takes into account the recipient's favorite activity or hobby is worth its weight in gold. While your green-thumbed friend would swoon over the latest in gardening tools, your cousin who lives in a studio apartment probably wouldn't know what to do with them. 	<ul style="list-style-type: none"> • Don't give impersonal gift items. People create "Wish Lists" for a reason. Unless you want to give the impression that you don't invest any thought into gift selection, be sure to give friends and family items they requested or that reflect their unique personality and taste.
<ul style="list-style-type: none"> • Celebrate Life. Don't be so serious. A gift with a little humor can be the perfect pick-me-up. A calendar with funny anecdotes for each day may seem small, but is sure to brighten someone's day. 	<ul style="list-style-type: none"> • Don't overspend. Set a budget and stick to it. Nothing puts a damper on the holidays like overspending, and in this economy we need to keep a check on our finances. Be clever about your gift and your bargain might be someone's most cherished gift.
<ul style="list-style-type: none"> • Help ease tension in stressful times. Whether it's massages or aromatherapy, these days we all need a little help relaxing. Receiving one of the many therapeutic aromatherapy products from Bath & Body Works may help anyone achieve personal peace. 	<ul style="list-style-type: none"> • Don't forget your helpful public servants. We have seen who the heroes are in this world; let's not forget all those who make our lives easier every day. From teachers to mailmen to your local fire department or crossing guard, a small gift goes a long way; a batch of cookies will say, "I'm grateful" and not break the bank.
<ul style="list-style-type: none"> • Go charitable. If the store you are buying your gifts from is making contributions to charitable causes, it makes your gift worth that much more. Do a little research into donations—you'd be surprised how many of your favorite stores are offering up a portion of their profits. 	<ul style="list-style-type: none"> • Don't be late. During the holiday season in particular, timing is everything. <i>When</i> someone gets the gift can be just as important as what they get. To that end, do yourself a favor and go to a one stop shop like Bath & Body Works, where you can pick up something for everyone on your list.
<ul style="list-style-type: none"> • Be patriotic. If there are stars and stripes in your heart don't be afraid to give a gift that says so. U.S. Savings Bonds are a way to support your country and give a worthy gift at the same time. 	