

Gift Ideas

Gifts That Keep On Giving

(NAPSA)—If you're looking for ways to wrap up your gift giving, it may help to consider this fact: One of the most popular gifts to give is a donation on a loved one's behalf. In fact, charitable giving in the U.S. has reached historic levels in past years (well into the hundreds of billions of dollars), and much of that money has been donated by people on the behalf of others, during the holidays.

Often, when you make a donation as a gift, the group you donate to will give you a small present or card that you can wrap and give to someone, meaning you'll still have a tangible gift to give. For instance, the insurance company AFLAC runs a charitable program in which people can buy a highly recognizable stuffed duck (a likeness of the company's popular mascot). The proceeds go to help pediatric cancer patients.

More than 65,000 plush ducks have been purchased at the company's Web site, raising more than one million dollars for the AFLAC Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta. The money is used to fund treatment of disease and research.

Pediatric cancer affects millions of children every year. While many pediatric cancers are treatable, the diseases are often fatal. Common pediatric cancers range from different types of leukemia to lymphomas, bone cancers, liver cancers and brain cancers.

The insurance company also holds a holiday duck sale which starts November 1, 2004. Gift shoppers can visit Macy's depart-



Introduced in 2000 as a brand icon, the AFLAC duck plays an increasingly visible role as the company's philanthropic symbol for pediatric cancer treatment and research.

ment stores to find special, limited-edition AFLAC Holiday Ducks dressed in festive Christmas attire or call Macy's toll free at 800-282-8800. To date, more than 100,000 holiday ducks have been sold, raising more than half a million dollars for pediatric hospitals.

In the summer of 2003 and again in 2004, the AFLAC Duck's philanthropic work moved into the area of high school baseball with the AFLAC All-American High School Baseball Classic. The focus was still the same—continue to raise money to fund pediatric cancer treatment and research. Children's hospital of Southwest Florida in Fort Myers was the beneficiary of the 2003 high school classic, while the Division of Pediatric Oncology at Johns Hopkins Hospital in Baltimore was the 2004 classic beneficiary.

For more information, visit www.aflac.com.