

HOLIDAY GIFT GUIDE

Gift Smarter, Not Harder: Memorable Solutions To Gift-Giving Dilemmas

(NAPSA)—Here's a gift for you this holiday season: some great tips on finding gifts that express the joy of the season—while staying on budget and minimizing the stress of seasonal shopping.

The key is to dig down to the root of your relationships and give gifts that spark fond memories while strengthening personal bonds. Here are a few stress-reducing shopping tips from the experts at The Swiss Colony:

- Send a heartfelt holiday message with your gift. Taking the time to write about a shared experience takes only moments, yet it can bring back years of treasured memories. Some catalogs and shops offer gift-personalization services.

- Expand horizons through food. While seasonal treats aren't the only way to show you care during the holidays, they're proven winners.

Catalogs allow you to search for unique items that can't be found elsewhere; when shopping, select subtle variations of your loved one's favorites.

Such thoughtfulness is sure to be noticed and your surprising twist on an old favorite might even become their new must-have



A little forethought can help you show you have a gift for giving.

holiday indulgence.

- Start a new tradition. Many people choose the same holiday treat to give as a special gift year after year.

For example, one woman sends a gingerbread house to each of her grown children every year because it brings back memories of when they used to decorate them together as a family. She hopes the tradition will carry on to her own grandchildren when they are born.

- Consider a theme. Choose

gifts that speak to a person's special interest; e.g., gardening, reading, cooking or sports.

If you have a cook on your list, consider sending him or her a box of everything needed to make a special holiday breakfast to share with family and friends. If there are sports fans to please, send a game day care package full of fun, shareable treats the crowd can enjoy the next time everyone gathers.

- Strive to make a personal connection with each and every gift you give.

"It's amazing how simple it is to touch a loved one's heart with a memorable surprise," says John Baumann, president of The Swiss Colony, whose company helps millions find the right gift each year. "Holidays provide the perfect opportunity to express our love with tokens of our appreciation, big and small."

For more than 80 years, his catalog company has helped bring families and friends together by delivering holiday greetings, food and other gifts by mail.

For more ideas and tips for finding affordable, memorable gifts, call (800) 804-5188 or visit www.TheSwissColony.com.