

# Holiday Happenings



## Seven Smart 'N Savvy Tips For Time-Starved Holiday Shoppers

(NAPSA)—Schedules are never tighter than during the holiday season, when the phrase “time crunch” takes on a whole new meaning. You, like millions of time-starved Americans, can keep the cheer in your holidays with help from these time-saving tips from The Smart 'N Savvy Mom and noted lifestyle expert Julie Edelman.

**1. Earlier is easier:** You’ve heard it before, but it’s still true. Get a jump on shopping now to avoid a last minute rush. Starting early gives you more time to take advantage of in-store and online sales, saving money—and headaches!

**2. Create a master list:** Brainstorm and capture possible gift ideas for everyone on your holiday gift list before you begin shopping. Make it even easier, by asking family and friends to give you a “wish list” of five to ten items. Be sure to manage expectations with young children by letting them know that they will not be getting all the gifts they request. Always carry your master gift list with you and check it every time you’re in a store.

**3. Make the most of each shopping trip:** When you’re out shopping for that new bedspread or winter coat, check your gift list for anything that could also be found at that store. Eliminate an extra trip and save time by picking up a gift or two while you’re already there.

**4. Let’s wrap:** Don’t spend your “holiday eve” locked in a room by yourself, wrapping all of



**This holiday season have more time with those who matter most by trying these time-saving tips and taking advantage of a new free personal shopping service that can help you find gifts for everyone on your list.**

your presents. Wrap items as you get them so there’s no last-minute rush. Use the complimentary gift-wrapping service if it’s offered at the department store.

**5. “Gifts on Us Holiday”:** One of the best timesavers this holiday season is a new, free service called Personal Shopper™. The service scours through millions of products from your favorite brands and merchants and then recommends tailored gift ideas for those you love and offers great deals on “just what I wanted” items for yourself and your home. No need to run from store to store or search all over the Internet; let Personal Shopper take the work out of finding the perfect gift for everyone on

your list. Personal Shopper is putting some cheer back into the season by taking the stress and the cost out of holiday shopping with its “Gifts on Us Holiday” sweepstakes. The service is giving away more than \$60,000 from October 16th to December 15th, with one winner per day receiving \$1,000 to spend on holiday gifts. Go to [www.personalshopper.com](http://www.personalshopper.com) to enter the sweepstakes.

**6. Buy timeless gifts:** Having a hard time shopping for your hard-to-buy-for friends and family? A great time saver and idea are “time-less” gifts such as gift certificates to favorite stores, restaurants and spas, food baskets, flowers and plants and magazine subscriptions.

**7. Take a “time out”:** Scurry-ing about trying to fulfill everyone else’s wishes can make you lose sight of your own need for a “time out.” Try relaxing with a good book, taking a warm bath or just closing your eyes to enjoy a quiet moment to rejuvenate yourself. All the stores and chores will still be waiting for you when you return to active duty.

Edelman notes, it’s important for even the most time-pressed of us to remember what holidays are truly about: Spending time with our families and friends, enjoying the magic of the season and celebrating what’s important in our lives. It is the one present that will give you a lifetime of memories that linger well beyond the season.