

HOLIDAY GIFT IDEAS

Gift Cards That Reflect The Giver's Attitude

(NAPSA)—An estimated \$18 billion was spent on gift cards during the 2003 holiday season, and that number is expected to increase this year. In fact, according to a study by the National Retail Federation, acceptance of gift cards is on the rise, with nearly 50 percent of consumers saying they'd like to receive them, up from 41 percent the year before.

Gift cards are even a hit with the most finicky consumer base—18- to 25-year-olds—because they allow users to choose their own gifts, avoiding the inconvenience of having to return an unwanted or unappreciated present.

The one thing that gift cards often lack is attitude—reflecting the personality of the giver or recipient. Instead, the gift cards are generally emblazoned with holiday imagery, cutesy scenes or store logos. Fortunately, that tradition is changing, with gift cards



New gift cards have been designed to reflect the attitude of both giver and recipient.



Anticlaus—a plush snowman with attitude—can be a fun bearer of gift cards.

designed to appeal to the newest generation of big spenders.

Spencer Gifts' gift cards come in five new designs for birthday and everyday use, plus two special holiday motifs. They allow givers to flash their style and they are all attitude. These cards even come with "Gift Card" envelopes that show off the 'tude with messages like "Whatever" and "Here. Now go away."

Plus, you can now accentuate the giving of a gift card with an actual gift. Spencer's is now offering a free "Anticlaus" plush figure with the purchase of a \$25 Gift Card. Anticlaus is a 12" snowman with attitude dressed as Santa, with faux black leather and faux studs on the ball of his hat.

To learn more, or for the location of the nearest Spencer Gifts, visit www.spencergifts.com.