

Great Gifts Made Simple

(NAPSA)—For many, the most “wonderful time of the year” can also be the most harried. Holiday shoppers would love to minimize the time and stress associated with shopping for friends and loved ones.

According to gift expert Alison Deyette, gift cards make finding that perfect present a whole lot easier.



A simple solution to seasonal stress may be buying gift cards as holiday gifts.

“They are convenient to purchase and eliminate the guesswork because there is no need to worry about getting the right size, color or style,” said Deyette. “You can add that personal thoughtfulness by giving those you care about a gift card to their favorite retailer. For example, if there is a reader on your list, they can purchase just the right book with a Barnes & Noble gift card.”

Gift cards offer another advantage; they are easy to drop in the mail without waiting in long lines at the post office.

An assortment of more than 80 of America’s most beloved brands, including Best Buy, Barnes & Noble, BLOCKBUSTER, Chili’s, iTunes, and Sears are available in many denominations. Look for them at Gift Card Mall displays in more than 60,000 grocery, drug and convenience stores such as Safeway, A&P, Ahold, Bashas’, BILO, Food Lion, Giant Food Stores, Kings, Lowes Food, Martins Food Stores, Pathmark, Price Chopper, Stater Bros., Top Markets, and United Supermarkets.

Once the holiday frenzy clears, gift givers can further personalize the experience by going shopping with the recipient to choose his or her gift.

It’s a hassle-free one-stop shopping experience that will have everyone saying “Happy Holidays!”