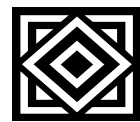




GIFT IDEAS



Gift-Giving Made Easy And Memorable

(NAPSA)—Whether the occasion is a holiday, birthday or anniversary, everyone has been challenged with finding the perfect gift. And when inspiration doesn't strike, funds are low or time's running out, giving a generic gift can be an even worse prospect. Your loved ones may end up with sweaters they'll never wear or bottles of cologne they didn't need and you will end up feeling guilty for having not put more thought into your gift.

According to gift expert Robyn Freedman Spizman, author of "Make it Memorable: An A-to-Z Guide to Making Any Event, Gift, or Occasion...Dazzling!," the best gift ideas can be easily found in the memories we share with family and friends. "Whether it's tied to memories of the past or to creating new ones, a personalized gift can be something they will cherish and that will truly reflect how much you care about them."

Spizman suggests these four memorable gift ideas that work for various occasions—including birthdays, Christmas and beyond.

Lasting Memories. Everyone knows a "Chief Memory Officer," that person who makes sure every moment is preserved and shared via photography. You can give them the tools to continue their duties. Fill a basket with picture



frames featuring themed images or messages. Or, present their own personal photo lab. The toaster-sized PictureMate personal photo lab (www.MyPictureMate.com) from Epson lets digital camera owners print lab quality 4"x6" photos at home without a computer. Its photos last up to 100 years in a frame and up to 200 years in a photo album. What's more, each photo costs about 29 cents, comparable with the most affordable lab print prices.

"Comforts of Home" Travel Kit. Fill a small weekend bag with travel-sized beauty supplies, ranging from an emery board and a purse-sized brush, to samples of hand lotion and perfume. Add items to help recipients feel at home wherever they're staying. For those who enjoy pampering, include a scented travel candle and aromatherapy bath gel. For music lovers, include a mix CD (complete with a personalized label) of their

favorite relaxation songs. Or, include favorite snacks and magazines or even a small travel frame with their favorite photo.

The Photo Box. According to a Family Memories Survey, nearly 80 percent of people say it always makes them happy to look through their photos. So spread a little happiness. Find a nice box with an easily removable lid and include a note inside that says, "This is Your Life!" Ask the recipient to fill the box with photographs for assembling into a photo album or scrapbook. Say you'll make the gift come true in one month. It may take some time to assemble but it'll be a memorable gift your loved one can enjoy for years to come.

Calendar of Memories. A calendar may not seem like an exciting gift but for those who have a hard time remembering birthdays, a personalized calendar may be the way to go. Place photographs of your loved ones on their respective birthdays or anniversaries. The receiver of the gift will have a great visual reminder of these special dates and never forget a birthday or milestone again. Free downloadable calendar templates you can personalize with photos can be found at PrintLabSeries.com

For more tips on fun and memorable holiday gifts, visit www.RobynSpizman.com.