



AwardEmployees

... with the award they would choose for themselves.

Let Them Have What They Want

Let Them Have What They Want

Gift giving can be a difficult business. Tastes change, trends fade and what someone may have wanted a couple of weeks ago isn't what they want today. We all face the same situation when it comes to gift giving, and most of us reach the best conclusion in these fast moving times – **let them get what they want!**

The gift card has been a godsend for anyone who can't pick out the perfect thing that someone wants. And they've grown in popularity faster than anything else in the retail world. In 2004 we spent \$20 billion in gift cards. Last year we spent over 4 times that. Gift cards have gone from being considered impersonal gifts to being the most thoughtful gift of all. **The gift card is a sign of the times - tastes change quickly, options should remain open, and you never know what you'll spot something you just can't live without!**

Why the huge increase in demand for gift cards? Simple. Not only does it let someone buy what they really wanted (but were maybe too polite to say), it also lets them get it at the best price possible. They can wait until the sales, they can take advantage of special offers and maximize that gift. **But there's still a problem – what gift card to give?**

You can try and pick the specific store they want to go to, but more often than not they might want to go somewhere else or they don't get the chance to visit for some time. And those gift cards sit on dressers, or in the back of wallets until they're forgotten. There is the universal Visa or American Express card, but with those you have hidden fees, fine print and expiration dates. Not the mention the many problems some purchasers have had with these types of cards.

That's where we come in. **The gift of choice is the ultimate in flexibility when it comes to gift giving.** It can be redeemed when the time is right, for cards from hundreds of your favorite retailers, hotels, theatres and restaurants. **And best of all the certificate will never, ever, expire**, so they can take as long as they like to choose where to spend their gift. All this choice, and you can create it right from your computer, customized for your special someone.

We think this is the ultimate gift, we know it's something we'd like to get for every occasion and we hope you feel the same way.

Thanks for reading!

For more information on AwardEmployees.com products or services please contact us at:

Email: LeyB@awardemployees.com