

Shopping for Mother's Day Just Got Easier with Help From Gift Card Girlfriend

Shelley Hunter, founder of Gift Card Girlfriend (www.GiftCardGirlfriend.com), shows consumers how to use words and accessories to turn the oft thought impersonal gift card into a thoughtful Mother's Day gift.

Danville, CA, April 6, 2010 –With a little bit of effort, gift cards can be the perfect gift for Mother's Day. Using ideas from Gift Card Girlfriend (www.GiftCardGirlfriend.com), even the most practical, convenient gift card can be warmly received by mom.

“As a mom, my days are spent stretching the family budget and making sure everyone's needs are met ahead of my own,” says Shelley Hunter, founder of Gift Card Girlfriend. “But receiving a gift card on Mother's Day (or any day) gives me the chance to be a little self-indulgent without feeling guilty. I also get to buy something I want or need rather than feel obligated to keep a gift that isn't quite right just to avoid hurt feelings.”

Though often times considered too impersonal, Hunter says the right words or accessories can turn any gift card into a thoughtful gift. Below are just a few of the Mother's Day ideas found on her site:

- **Feet retreat.** Take a picture or stamp of the children's feet and put it in a keepsake frame. Add a pedicure gift card and a note that reads, “From our feet to yours.”
- **Night off.** Not just a night out, but a night off! No dinner, no dishes, no midnight feedings. Give mom a gift card to a hotel and send her packing with a mystery novel and some bon bons. The hotel doesn't have to be far away—just far enough for *her* to get away.
- **Top of the list.** Get mom a gift card to the spa so she'll be forced to pamper herself without feeling guilty. Pair the gift card with bottled water and a new magazine. Heaven!

Additional ideas can be found on the Gift Card Girlfriend site at www.GiftCardGirlfriend.com.

About Shelley Hunter

Shelley Hunter is a wife and mother of three children. Although her primary job is being a stay-at-home mom, she has licensed several products to a handful of companies and thoroughly enjoys the creative process of using her imagination to solve problems. She initially set out to resolve the impersonal nature of gift cards doing what everybody did—design gift card holders. Then she realized the only way to make a gift card feel more personal is to put a little feeling into it. The process is simple but the impact is great. Shelley is a graduate of Brigham Young University and a former IT professional. She loves to give (and receive!) gift cards.

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