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Top Gift Card Problems—Solved!

Shelley Hunter, founder of www.GiftCardGirlfriend.com, provides answers to top consumer gift card complaints.

Danville, CA, March 8, 2010 – People who are worried about gift card problems, from the gift card being too impersonal to the possibility of fraud and hidden fees, can get advice and ideas from Shelley Hunter, founder of www.GiftCardGirlfriend.com. Hunter started the site to share her signature style of turning any gift card into a thoughtful gift. Along the way, she realized that consumers need more help than that—people need advice and information on ways to avoid gift card pitfalls so they can enjoy gift card benefits such as convenience and flexibility.

Hunter calls herself, “Gift Card Girlfriend” because she talks to consumers on a personal level. She says, “I don’t quote a bunch of statistics or blog about spillage, breakage, and other prepaid card industry jargon. Instead, I share ways in which I gift card with confidence, hoping my advice will inspire others to do the same.”

Below are some of the common gift card problems this entrepreneurial mom solves:

- Gift cards are too impersonal.
- Not sure what to do with unwanted gift cards.
- Givers don’t want recipient to know how much they spent on a gift.
- Gift card fraud, expiration dates, and hidden fees can ruin the gift card experience.
- Kids and gift cards create a new set of problems.

In addition to problem-solving insight, www.GiftCardGirlfriend.com includes ideas for upcoming holidays and events such as Mother’s Day, Father’s Day, and Graduation. But since birthdays are actually the number one gift card giving occasion, Hunter’s advice is timely all year round.

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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