

The Season of Giving



A majority of Americans still prefer to give the 'right gift'

Contrary to popular belief, Americans do enjoy shopping for and giving holiday gifts-and even believe that finding the "right gift" can make a difference in their love lives-according to a new study from Enesco Corporation, a leader in the gift and collectibles industry.

Nearly two-thirds of Americans find gift-giving personally satisfying and find the shopping experience enjoyable. Only 17 percent report feeling stressed or rushed during their shopping. The study also reveals that more than one-third of adults will be more affectionate toward their significant other if they receive the "right" gift.

"One of the biggest reasons people give gifts during the holiday season is that it makes someone else feel good (63 percent) and consequently, we feel good," says Dr. Robert Cialdini, a leading psychologist at Arizona State University, who has studied gift-giving for 25 years.

How do Americans like to express gratitude for gifts? Kisses and hugs still rank as the most popular way.

The Enesco study, which surveyed more than 1,100 Americans, was commissioned to better understand the gift-giving and receiving preferences of adults.

Racing school just an extraordinary gift idea

Does your significant other dream of racing in the Indy 500 or at Daytona? Would you like your teenager to become a safer and more proficient driver?

The answer to both of these questions can be found with an out-of-the-ordinary gift-a day or two at either a racing or driving school, both run by Skip Barber, a former professional race car driver.

The Skip Barber Racing School serves two audiences: people who want to embark on racing careers (either professionally or as an avocation) as well as those who simply have a strong interest in racing and want to see what it's really like to drive a race car. You can choose between the affordable half-day "intro" course or the full-fledged three-day school. In either case the only prerequisite is the ability to use a manual transmission.

The Dodge/Skip Barber Driving School is designed for anyone whose interest is better, safer and more proficient street driving. As the leading safety and performance driving school in the United States, it's a great gift for an automobile enthusi-

ast as well as for anyone who wants to develop the car control skills necessary for accident evasion and all-around safer, more fun driving. With high school driver's education classes barely teaching more than parallel parking, the school is also the perfect present for new teenage drivers. One-half, one- and two-day programs are offered, beginning at \$250. With time spent in Dodge Vipers, students have the time of their lives-and learn the skills that could save them.

According to Barber, graduates of the schools never approach driving the same way again. Barber, who had an accomplished racing career in sports cars and formula cars, adds that the skills learned at

the schools are the starting point for a lifetime of effective and enjoyable motoring.

Both schools are offered at locations across the country. An informative brochure about the Skip Barber Driving and Racing schools is available free by calling 1-800-221-1131.

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