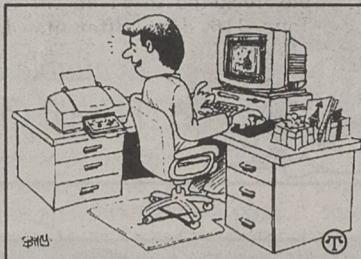


Technology Lets Families Create Gifts Right At Home

(NAPS)—As the holidays approach, everyone will be looking for ways to save time and money. Today, thanks to the latest and greatest technologies, people can create many gifts and decorations right from their homes. For instance, a color inkjet printer offers everyone in the family a creative alternative to create easy, affordable holiday gifts, greeting cards and decorations.



Lexmark's Consumer Printer Division offers a few examples of the countless special holiday creations you can easily design and print at home with the help of a color inkjet printer.

Holiday Greeting Cards—Forget about boxed cards. Personalize your holiday greetings with a colorful card you create and print from home. Choose a color inkjet printer that comes with greeting card software and see how fun and easy it is to design a perfect card for everyone on your list.

Photo Albums—Print out family photos or mementos of past holidays, create dramatic borders around them, and paste them into a personalized album. It's a perfect gift for grandparents or long-distance friends.

Personalized Stationery—Whether it's a friend in college or a faraway cousin, personalized writing paper and envelopes designed and printed by you are a great holiday gift that can be used throughout the year.

Picture Frames—Kids will enjoy making their own gifts as they design and print out frames for their special drawings or photos.

Calendars—Personalized calendars designed and printed out at home make splendid holiday gifts for friends and family. Use graphics and color to make birthdays, anniversaries and other special events stand out. Then make every month of the year unique with a

personal photo or illustration.

Holiday Place Cards—Add color and elegance to any holiday table by printing place cards accented with holiday trim. What a creative way to show your guests a "personalized" touch!

Holiday Banners—Welcome guests into your home or ring in the new year by creating a colorful banner, which can be printed on a color inkjet printer.

T-shirts—Personalize gifts by designing unique T-shirt transfers which can be printed out on a printer that comes complete with T-shirt printing templates.

Children's Holiday Book—What better way to liven up children's holidays than to give them their own storybook! Include photos and illustrations, then print it out and bind it with a hole punch and colorful ribbon for a perfect gift.

If you don't already own a color inkjet printer, you can get maximum value with an investment of less than \$100 (after rebate) with the Lexmark Color Jetprinter 1100. For versatile inkjet printing for the whole family's personal, school and home office needs, check out the Lexmark Color Jetprinter 3200 and the Lexmark Color Jetprinter 5700. These "best in class" printers offer a wide range of choices and features for home and home office printing needs and are priced at an affordable \$149 and \$199 respectively, after rebate. Note that the prices are estimates, actual prices may vary.



JOHN'S WORK—John Jessen, manager of Mount Holly Furniture, decorated a tall tree for the front window of the downtown store, which opened in 1941. Owned and operated by brothers, Jim and Leo Fuller, Mount Holly furniture sells recliners, glider-rockers and smaller items like pictures during the holiday season.

Remembering Those Less Fortunate

(NAPS)—Remembering how good the year has been for them, a growing number of Americans are remembering good causes during the holidays. There are a number of ways they are doing this and all are easy and rewarding. They include:

- Dropping off holiday cards at local nursing homes;
- Being on the outlook for local programs that accept donations of canned foods, clothes or toys;
- Taking gifts in person to children's hospitals; and
- Collecting food from local grocery stores and then making up food baskets to be delivered to families in need.

The holiday season is also a great time to support your local Boys & Girls Club. To help raise awareness for this organization, Coca-Cola conducted a national holiday art competition among the Club's members. The five winners can see their work featured on more than 40 million special holiday postcards, one of which is available for free in every Coca-Cola classic 12-, 18-, and 24-pack Santa Pack™.

Coca-Cola is also making a special holiday donation of \$500,000 to Boys & Girls Clubs of America.

Happily, everyone can remember and help good causes during the holidays.

Give a little - get a lot

(NAPS)—Looking for ways to stretch your dollars this holiday season? By giving less than \$2 for a charitable cause, you can rack up more than \$125 in discounts.

You can purchase the 1998 Limited Edition Coca-Cola/Give Kids The World holiday discount card for \$1.99 and get discounts on phone, food and fun. The card includes five minutes of pre-paid

calling from AT&T and \$10 off purchases of \$65 or more at Reebok Factory Direct Stores. You can find the card where you see promotional displays at Kmart stores.

Additional discounts will be in effect at Kmart, American Airlines, Red Lobster, and other retailers.

Proceeds from the sale of the card will go to Give Kids The World, a non-profit organization that hosts 4,000 children with life threatening illnesses annually for week-long vacations at The Give Kids The World Village in Florida. To date, Give Kids The World Village has hosted more than 34,000 families from all 50 states and more than 45 other countries.

The Village includes the Castle of Miracles, Gingerbread House restaurant, Claytonburg Park of Dreams interactive water park and swimming pool, nature trail, plus 56 specially designed two-bedroom, two-bath villas for the children and their families. All facilities are accessible for guests with disabilities.

While there, the children and their families can enjoy visits to Disney World and many other area attractions.

Proceeds from the Coca-Cola/



Less than two dollars can buy small miracles and big bargains.

Give Kids the World holiday discount card are expected to exceed \$2 million, making it the largest single donation ever received by Give Kids the World.

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