

Your Mum deserves it most Give her the gift of choice this Mother's Day with One4all®

February 22nd, 2008



With so many things to thank your Mum for, no-one else deserves the perfect gift more than her this Mothers day, 2nd March. But the perfect gift takes lots of thought to get just right and with the stresses and strains of everyday life it's often hard to find the time to shop. Research from Deloitte has found that gift vouchers are in fact the number one choice for women this year, so what better to get your Mum than a One4all®, the most versatile gift voucher and gift card available.

A mother's job is never over so a gift that is original and worthwhile will show how much you appreciate her for all the years of changing nappies, cooking dinners and being there for you when you most need her – even if it is at 5am in the morning!

With so many choices out there for mums, what do you get one of the most important and special people in your life? Would she like a day's pampering at a beauty salon, a weekend away, some help re-decorating the house, expanding her pallet with some wine tasting or maybe a revamp on her wardrobe? Deloitte found that a staggering 64 per cent of women would like to receive gift vouchers but yet only 49 per cent receive them from their loved ones. Further research carried out by The Gift Voucher Shop (GVS) found that 78 per cent of people surveyed, thought that the choice a gift voucher offers is the most important attribute that a consumer looks for when shopping for a gift voucher.

What do you get one of the most important and special people in your life?

So this year, take the stress out of Mothers day and indulge your Mum with the ultimate gift of choice – One4all® Gift Vouchers and Gift Cards. With thousands of outlets to choose from, Mum can treat herself to a days pampering, a weekend away, lunch with friends, redecorating the house or revamping her wardrobe – the choice is endless with One4all®.

One4all® can be bought online at www.One4all.ie, on 01-87081111 and at your local Post Office. One4all® Gift Cards can also be bought in your local store where you see the PostPoint sign.

For further information, please contact:
Gráinne Murphy, PR/Marketing Executive, The Gift Voucher Shop Ltd.
Telephone: 01 870 8163
Aoife Davey, Marketing Manager, The Gift Voucher Shop Ltd.
Telephone: 01 870 8161

The Gift Voucher Shop Ltd.

The Gift Voucher Shop (GVS) was established in 2002 as a unique and unrivalled service that eliminates any hassles normally associated with gift giving by offering consumers and recipient's ultimate choice and flexibility. Through 1,000 participating Post Office's, the PostPoint network in local stores, web and telesales channels, GVS offers the most comprehensive range of gift vouchers for an extensive and attractive array of top brands as well as smaller independent retail partners, the most popular of which being the One4all® Gift Voucher.

One4all® Gift Vouchers have over 750 of Ireland's shops and services with 4,000 outlets nationwide making them the leading provider of Gift Vouchers in Ireland. Leading stores such as Argos, Brown Thomas, Champion Sports, Debenhams, Easons, Great Southern Hotels, HMV and Smyths Toys benefit from the service's unique distribution system. The latest addition to the GVS product range are One4all® Gift Cards which can be spent in over 1,500 outlets nationwide.

Following its success in Ireland, GVS have begun to develop internationally. The first of its markets was with Maltapost in November 2004. In October 2005 GVS and the Post Office Ltd launched in all of the 14,600 Post Office branches across the UK.

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*Deloitte Spending Survey

The spending survey is carried out over the Internet and telephone, with a structured questionnaire to a sample of 400 individuals, within a controlled panel. Each consumer in the panel is identified through the following dimensions: Socio-demographic, personal interests and consumer behaviour. The study was mostly conducted during the first week of October. Respondents, who are 18 or older, regularly answer studies, and each consumer in the panel is identified through socio-demographics, personal interests and consumer behaviour.

This Deloitte spending survey is carried out in 20 countries from the EMEA region. Studies have been conducted in parallel, using similar methods, in Scandinavia, in the UK and in the USA.

**The Gift Voucher Shop's Market Research

This market research was carried out by The Gift Voucher Shop on a sample size of 1,057 respondents aged 15-74