



# Conscious Consuming

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[www.consciousconsuming.org](http://www.consciousconsuming.org)

[www.giftitup.org](http://www.giftitup.org)

For immediate release

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## **ALTERNATIVE GIFTING GROWS IN BOSTON**

Gift giving during the holiday season is as American as apple pie. But most of us have more stuff than we need. Our closets, attics, and basements are full of boxes and bags of stuff. This holiday season, Conscious Consuming will provide Bostonians with the opportunity to give to those truly in need, while honoring a loved one in the process.

Conscious Consuming's Gift it Up!, Boston's only alternative gift fair, affords shoppers the opportunity to meet with representatives from 14 Boston area non-profits, and choose a gift from a menu to fit any budget. Attendees will be able to visit each of the non-profit booths to chat with a volunteer, view photos of the good work in action, read literature, and carefully match a non-profit with someone on their gift list. Shoppers can buy anything from a \$10 recipe card from the Mass Federation of Farmer's Markets to a \$120 goat from Heifer International, and receive an honorary gift card to present to their loved one about their donation.

Boston's alternative gift fair will take place on Saturday, December 1, 2007 from 12-4pm at River of Life Church, 440 Centre St, Jamaica Plain, MA. Admission to this family-friendly event is free. Refreshments and a raffle add to the festivities.

According to the Center for a New American Dream in Tacoma Park, MD, there were 29 alternative gift fair events in 17 states in 2004 ; together these events raised \$150,000 for local, national, and international nonprofits. Boston's Gift it Up! 2006 raised over \$7,000 for area non-profits. In 2007, donations can also be made securely via our website at [www.giftitup.org](http://www.giftitup.org).

Conscious Consuming's alternative gift fair is an opportunity for Boston area residents to join together as a caring community to celebrate the holiday season by giving truly meaningful gifts to those they love. Together our contributions can change the world!

CONSCIOUS CONSUMING ([www.consciousconsuming.org](http://www.consciousconsuming.org)) has a team of experts available to answer all media questions about the issues. Contact Susan Donohoe at 781-492-0197 or [susan@consciousconsuming.org](mailto:susan@consciousconsuming.org).