



## No idea what to get Dad this year?

**RISE:** ARE YOU TRYING TO DECIDE WHETHER TO GET DAD A RED OR BLUE TIE THIS FATHER'S DAY? OR, ARE YOU READY TO THINK OUTSIDE THE BOX? I'M BOB PAYNE.

ACCORDING TO A RECENT SURVEY CONDUCTED BY WESTERN UNION, ALMOST ONE-THIRD OF CONSUMERS WILL BE GIVING A FATHER'S DAY GIFT THIS SPRING – THAT'S POTENTIALLY MORE THAN NINETY-FIVE MILLION. THE SURVEY ALSO SHOWS THAT SENTIMENT MATTERS THE MOST, SO THE MAIN MESSAGE SHOULD BE "I LOVE YOU."

J.P. VALDES – MARKETING VICE PRESIDENT, WESTERN UNION:

**WU:** FINDING A GIFT DAD WON'T WANT TO HIDE CAN BE DIFFICULT ; ESPECIALLY SINCE MANY CONSUMERS WHO PLAN TO BUY A FATHER'S DAY GIFT THINK WHAT HE WANTS IS OUT OF THEIR PRICE RANGE. CONSIDER GIVING THE GIFT OF CASH SO DAD CAN GET WHAT HE REALLY WANTS. HE CAN BUY SOME NEW SPORTING EQUIPMENT, GET SOME NEW TOOLS OR SAVE IT FOR A RAINY DAY. THE GIFT OF CASH IS A PERFECT SOLUTION FOR CELEBRATING DAD.

**RISE:** IF YOU WANT TO KNOW WHAT DAD WANTS THIS YEAR, DON'T BE AFRAID TO ASK HIM. BUT, IF HE WON'T SAY ANYTHING, CONSIDER GIVING SOMETHING HE WON'T FORGET – CASH. FOR MORE INFORMATION, VISIT WESTERN UNION DOT COM.

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