

## Local launches Gift website to reduce waste.

Contributed by Simon Finch  
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Thames Ditton resident, Angie Bent, a freelance marketer, believes she has come up with an answer to thwart the Christmas Sock Attack! . . . a free online personal gifts registry where you can list what you would like and just as importantly, what you don't like.

Angie explained: "The idea came to me after my sister had 20 mums ask her what her four-year-old wanted for his birthday. She kept giving the same range of examples and the poor little lad ended up with a lot of duplicates."

The website [www.rightgift4me.com](http://www.rightgift4me.com) has been launched in time for Christmas, covers all other special occasions and is an extremely secure site that kids already love using. People are even be able to say what kind of wine they like guests to bring for dinner.

Once they've completed their entries, they simply email all their friends and family and tell them where to look.

The British Research Consortium figures state Christmas day costs approximately £975 per household and we all know unwanted presents end up in the backs of cupboards, taken to the local charity shop, recycled as presents for other people, or sold at a discount on Ebay. OXFAM estimates that Britons will spend £1.2 billion on unwanted Christmas presents. Brunel University suggests this figure is closer to £2.0 billion.

Have you ever received an unwanted gift and were too embarrassed to say you didn't like it?

Ever been in a position where you just didn't know what to buy for someone for a special occasion?

Say goodbye forever to those unwanted socks and fondue sets. Put on the spot and asked what we'd like for Christmas, many of us find it hard to think of something. By using an online gifts registry, then the personal wish list can be added to at any time.

The free and secure website [www.rightgift4me.com](http://www.rightgift4me.com) ensures that the personal wish list can be accessed only by those who have been authorised by the person who compiled it. Friends and family tick the gifts they buy, and those are then removed from the list.

Take a tour on the site and see how fun and easy it is.

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