

MEDIA ADVISORY

FOR IMMEDIATE RELEASE:

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CONTACT:

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**Help Your Listeners Find a Great Mother's Day Gift:
Ask the Expert!**

Giftng Expert Kim AuBuchon can help with the perfect present

Don't know what to get the woman in your life for Mother's Day? Were last year's flowers a flop? Was the toaster trouble? Don't get it wrong this year- Ask the Expert!

Kim AuBuchon- mother, gifting expert, successful entrepreneur and founder of Excitations.com- can help your listeners plan the ultimate Mother's Day experience. It may be "the thought that counts" on May 13th, but a one-of-a kind gift can make the holiday extra special and Kim AuBuchon can guide you thru the art of gifting.

Each day, Kim searches nationwide for great gift experiences. She can tell your listeners about the latest trends, the hottest gifts and how to avoid those Mother's Day mishaps.

Kim AuBuchon is available to call into your program. To schedule an interview please call Ken Ericson at 202-466-1396 or email ken@westinrinehart.com

WHO: Gifting Expert Kim AuBuchon

WHAT: Ask the Expert- Mother's Day Gifting, live or taped interviews

WHERE: Phone in from Northern Virginia.

WHEN: Call Ken Ericson at 202-466-1396 to schedule interview.

NOTES: A survey by the National Retail Federation shows that people plan spend nearly a total of \$16 billion for Mother's Day gifts, with the average shopper forking out \$139.14 on a Mother's Day gift, up from an average of \$122.16 spent last year

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