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For Immediate Release

The Art of Regifting – The 21st Century Etiquette Guide to Regift Giving

Roseville, California – Sweat birthdays and the holidays no more. *The Art Of Regifting: Your ABC's Guide, The Do's and Don'ts and Folk Lore* – **award winning and EVVY Nominee** Barbara Bitela's latest book is now available to rescue even the most addicted of pack rats.

Bitela advises not to be too quick to pooh-pooh the idea: Oprah did a segment about regifting and American Express has the numbers to back Bitela up. (The survey she notes in the book dates to 2004.) "The a-b-c layout makes the book easy to use," she says, "and some of the horror stories I've collected are a hoot. When you get right down to it, there is nothing high-tone about it: people give things away they received as gifts—it's as simple as that."

Or is it? Bitela's third book, *The Art of Regifting* presents the 'go to' etiquette, albeit funny, regifting guide for those who simply must know *how* and *when* to regift. The book takes you through the ribbons, boxes and bows of this hilarious subculture.

Bitela explains, "Let's face it; we are in *the* decade of the *how to*. With makeover and style shows, the ginormous success of HGTV and the Food Network, why not have a book that just *might* give you the confidence to pull all of your own regifting ideas together, and with any class, and as I say in the book, 'regift with your dignity and wallet intact.'"

The ideal stocking stuffer for Christmas 2006 and beyond, this is the time of year when books don't get too much attention, but Bitela's layout and comedic approach make it just a fun read, regardless of the season. It's a perfect fit too, for the novelty or greeting card section of most stores. There is even a website: www.regifting.com dedicated to this fun gifting practice.

The book is available in paperback and retails for \$10.95 (76 fun filled pages—ISBN 1598003143 published by Outskirts Press and distributed via Ingram, Baker & Taylor.)

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