

New Website to Make Green Giving Easy & Fun

Planning a wedding? Expecting a little one? Organizing a big event like a retirement party or a milestone birthday celebration for someone you love? All these gatherings bring family and friends together to share a moment of great significance. They also bring the social expectation of gifts.

So many of us want to mark the important moments in our lives with less “stuff.” Some celebrants need help with their parties and would rather have someone arrange their flowers or take pictures than bring a physical present. Some new parents would rather have a homemade dinner or a second-hand baby equipment instead of an expensive new item that will only be needed for a year or two. Still other party organizers would rather see the money spent on gifts donated to charity or shifted toward products that are made in an environmentally friendly way.

In the past it’s been difficult for gift recipients to

request non-traditional presents like these, though it’s the norm to make material wishes known via wedding and baby registries or wish lists available at major retail-

ers. New American Dream wants to help legitimize nonmaterial gifts and make green giving the norm, too! Starting this month, you can request “alternative” gifts in a fun, non-preachy way on our online Alternative Gift Registry.

A natural extension of our “Simplify the Holidays” work, our Alternative Gift Registry is geared toward weddings and new babies, but can be easily adapted for many major events. Our selection of electronic

cards provide a tasteful, paperless way to spread the word about upcoming celebrations.

The registry site is free and easy to use. Check it out online at www.alternativegiftregistry.org.

– Jennifer Errick



Cheers to nonmaterial fun! New American Dream's Alternative Gift Registry website will launch on July 15 at www.alternativegiftregistry.org.