



School of Continuing Education
Marketing

NEWS RELEASE

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FOR IMMEDIATE RELEASE

KNOWLEDGE: IT'S A GIFT

MILWAUKEE -- Holiday gift-giving season can be great fun. But finding the "perfect present" and standing in glacier-slow checkout lines can be a holiday hassle. The University of Wisconsin-Milwaukee School of Continuing Education has a gift certificate program that can eliminate this hassle while benefiting both the giver and the receiver.

Forty-seven percent of respondents in a recent study by CapitalOne said that 'deciding what to buy' is the single biggest holiday chore they would like to turn over to someone else. As a result, many consumers are turning to gift certificates as a simple, convenient, flexible and satisfying solution that is sure to please everyone on their shopping list. This attitude is reflected in the National Retail Federation 2002 Holiday Consumer Intentions and Actions Survey which found that 45 percent of adult gift-giving this holiday season will be in the form of gift certificates/gift cards.

Gift certificates from the School of Continuing Education were designed with the consumer in mind as a convenient way to express regard for someone while allowing the lucky recipient to decide how the gift will be used. Recipients can choose from more than 1,500 programs ranging from classes in piano, foreign language, food and wine appreciation, and literature, to project management, business and personal computing, Web page design, technology infrastructure and much more. Certificates can even be applied to an educational trip of a lifetime.

School of Continuing Education Dean and Associate Provost Susan Kelly sees the certificates as the perfect thinking-person's gift. "Gift certificates in general are a popular holiday present, and we believe that an educational gift certificate is a thoughtful and convenient way to express your regard for family and friends. A gift of knowledge is a true and lasting treasure."

School of Continuing Education Gift Certificates are available year round and can be purchased in any amount (\$20 minimum). Each certificate can be redeemed for two years from the date of issuance.

For complete gift certificate details or to request a School of Continuing Education program catalog, visit www.sce.uwm.edu or call 414-227-3200 or 800-222-3623.

The School of Continuing Education is one of the 12 schools and colleges that comprise the University of Wisconsin-Milwaukee, Wisconsin's premier urban research university. The School extends the resources of UWM to the people, agencies, businesses and governments of our local and global communities through education, partnerships and applied research. With 1,500 noncredit, select credit and certificate programs offered, the School of Continuing Education annually attracts more than 35,000 participants of all ages who seek high-quality professional development and personal growth opportunities led by knowledgeable and experienced instructors.

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