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BETHANY COLLEGE TO OFFER ALTERNATIVE GIFTS THIS HOLIDAY SEASON

LINDSBORG, Kan.—Every gift buyer dreads the thought that the gifts they give could soon collect dust in a closet. Worse yet – be returned for cash, or on the shelves of a pawn shop, or rack at the local thrift shop. Gifts given are meant to be appreciated! The solution to those fears has been found: it's called an alternative gift. By shopping at Bethany College on December 4-5, your gift-buying will soon be enjoyable and informative.

An Alternative Gift Market offers a wide variety of gifts that are tax-deductible and support global humanitarian and environmental causes. Alternative Gift Markets are a concept of Alternative Gifts International, a non-profit organization that inspires support for such causes by offering donors the option to donate charitable gifts through carefully selected non-profit agencies in the name of their relatives, friends and associates.

The Eighth Annual Alternative Gift Market at Bethany College will be held in the Levin Room of Pihlblad Memorial Union from 11 a.m. – 2 p.m. on Friday and 10 a.m. – 2 p.m. on Saturday. For more information, contact Sue Peterson at (785) 227-3380, ext. 8230 or petersons@bethanylb.edu.

All new students at Bethany participate in the market as part of their Bethany seminar class. Students learn about a charity cause, make a display, host booths, and help plan and promote the event.

Handcrafted items, home-baked goods, artisan breads, jewelry and knitted items will be available, with proceeds going to Alternative Gifts International (AGI).

AGI's main office in Wichita, Kan., employs just eight people, but raises at least one million dollars each year in this grassroots approach to fundraising. They operate year-round on a 10% share of the gifts purchased and redistribute and monitor them through more than 60 other humanitarian and environmental non-profit organizations.

Anyone who is unable to attend an Alternative Gift Market can receive a free catalog by calling (800) 842-2243 or visit the Web site at www.alternativegifts.org to order online or learn how to initiate an Alternative Gift Market in your community, school or workplace.

Bethany College, established by Swedish Lutheran immigrants in 1881, is a college of the Evangelical Lutheran Church in America. The mission of Bethany College is to educate, develop and challenge individuals to reach for truth and excellence as they lead lives of faith, learning and service. Bethany College is on the Web at www.bethanylb.edu.

Caption: Last year, Bethany students learned about servant leadership and raised more than \$3,400 for charity at the college's annual Alternative Gift Market and Christmas Bazaar.