

For immediate Release

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**The right gift for a recession:
A truly personal gift that won't break, go obsolete, or be forgotten**

[Des Moines, IA] --The iPhone you gave last year is already outdated. The waffle iron is on the highest shelf, seldom used. The HD TV seems too small now. And your parents don't want to accumulate any more "things." Choosing the right gift may seem difficult, but it's easier than you think, says Paula Stahel, president of the Association of Personal Historians.

"Celebrating a holiday in a down economy gives us a chance to reexamine what matters most and to choose gifts that reflect our deepest values," says Stahel. "These are the gifts that will be treasured long after the holiday is past."

The Association of Personal Historians (APH) has put together a list of gift ideas with lasting value for all budgets and circumstances. These gifts are sure to be loved, cherished, and even passed on to future generations.

THE CRÈME DE LA CRÈME. The true luxury gift this year isn't the Neiman Marcus cupcake car or a designer watch; it's a beautifully crafted life-story book, or a professionally produced family documentary. "In an age of personalization, these are the ultimate personalized gifts," says Pat McNees, APH's incoming president. "They are tributes to lives that matter, and they bring families closer together." There are personal historians all across North America, and many abroad, who specialize in helping people save and share the stories of their lives in audio, video, or print formats.

MORE IDEAS from the APH 2009 "Best Gift Ever" list

1. Give a copy of "My Words Are Gonna Linger: The Art of Personal History," edited by Paula Stallings Yost and Pat McNees. [<http://www.personalhistorians.org/anthology.php>] This collection of true stories celebrates the full range of life-story writing, from lighthearted stories and deeply felt reminiscence to eyewitness accounts of history. It is an inspirational guide for people who want to write their own family stories.
2. Make a scrapbook about a shared occasion, such as a family reunion or a trip. Or give archival-quality scrapbook supplies to do-it-yourself crafters.
3. Give a photo album that meets archival standards to help preserve generations of photos, and seed it with some special photos of your own.
4. Interview a family member and give the CD recording to everyone in the family
5. Write a love letter by hand that tells someone what they mean to you and why. Such a simple gift will be read over and over and saved for a lifetime.

About the Association of Personal Historians. The Association of Personal Historians, Inc. is a not-for-profit international trade association. The purpose of the Association is to advance the profession of helping individuals, organizations, and communities preserve their histories, memories, and life stories. APH focuses on providing educational, training, and networking opportunities for professional personal historians.

More information about personal historians can be found at the APH Website:
<http://www.personalhistorians.org>

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