

Give the gift of knowledge during holiday season

(StatePoint) It's easy to get into a gift-giving funk. But who wants to be predictable, especially at a time of year best served by surprise?

Instead of another sweater or picture frame to clutter the homes of friends and family, consider the thoughtful gift of helping someone learn a language.

While many people try to learn a foreign language in school, most graduate from high school or college not even close to achieving fluency.

In fact, according to a recent survey conducted by Pimsleur Language Programs, 73 percent of Americans surveyed say that they are unable to hold a conversation in more than one language.

If your recipient loves to travel or has yearned to learn a new language, consider a gift that can help.

New Language

"The key to successful language learning is to get to the heart of the language, eliminating noise, confusion, and information overload in the process," says Robert Riger, Vice President and Director of Pimsleur Language Programs.

Created by a foremost expert in applied linguistics, Pimsleur uses a learning method that's scientifically proven to ensure fast comprehension. Grounded in auditory learning, the program uses the same skills you used as a child to learn your native language.

If you're worried that your gift recipient is too busy to learn a new language, you're not alone. In

fact, nearly a third of adult respondents in the Pimsleur survey say their biggest concern about learning a new language is not having enough time. Yet, experts say that 30 minutes of daily practice is all that's needed for proficiency. Therefore, opting for a learning program that's portable will make finding the time for practice easier.

Pimsleur programs are available in a variety of configurations from downloadable apps to MP3 audio downloads to traditional CDs. The gift-set, which is now being offered for the holidays at \$98.50 (a 30 percent discount) features thirty, 30-minute audio lessons in any of 50 languages, plus a copy of the hardcover book, "How to Learn a Foreign Language."

To purchase a gift-set, visit www.Pimsleur.com/gift1.

Cultural Fun

Serve it up alone, or pair great language instruction with a tasty cooking class. Your loved one can test out those new French phrases alongside a delicious ratatouille, or carry on a conversation in Japanese while creating scrumptious sushi rolls.

Don't let that language instruction go to waste. You may even think about starting to save now for next holiday season. How about a pair of tickets abroad to give your gift recipient some real world practice?

Don't give the same old, same old this year. With a little creativity, you can offer something special, memorable and unique this holiday.



Wishing you and yours a very Merry Christmas and a Happy New Year.



Front row from left: Chrissy Cash, Sam Ford, Gari Sue Thacker and Jennifer Poynter Hand.
Back row from left: Doug Bishop, Mike Crouch, Jeff Cromer, Brandon Hargis, David Henderson and Matthew Silcox.



Ford Brothers

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Peace on Earth

Your goodwill has meant so much to us this past year.

Thanks for being such wonderful friends and customers!

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From front left: Evelyn Fletcher, store manager Linna Stewart, Tesla Fuson, Ameila Woodall, Brian Denny, Amy Davis, Anthony Prewitt, Brittany Bullock, Jacob Bowman, Billy Keith Stewart, Patrick Kirby, Andy Hall, Erick Bowling, Brent Shehan, Jamie Doan, Chelsie Hasty, Vanessa Hasty, Tracy Nicely, Jeremy Coleman, Dorthy Gadd and Zelma Gabbard.

Not present: Vernon Bussell, Lavon Jett, Micah Renner, Casey Hasty, Jesse Coffey, Melissa Cotton, Kenton Adams, Jake Riddle, Dola Gustin, Zack Durham, Katrina Chasteen, Jack Edwards, Beth Robbins, James Wagers, Marcus Scalf, Courtney Hasty and James Cornelius.

Open 8 a.m. to 6 p.m. Christmas Eve
Closed Christmas Day
Open regular hours New Year's Eve and
8 a.m. to 9 p.m. New Year's Day