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Photo Release -- Ho Ho Hostess Gifts: Majority of Americans Bring Uninspired Gifts to Holiday Parties

FTD Suggests Five Ways to Stand Out This Holiday Season

CHICAGO, Nov. 20, 2014 (GLOBE NEWSWIRE) -- The holidays are upon us and that means an abundance of parties to celebrate the season with multiple gift-giving opportunities. While most Americans say they usually or always bring a gift to their holiday host or hostess (approximately seven in 10 report this behavior), there is little originality among gift-givers, according to a recent survey conducted by the floral and gifting experts [FTD](#).*

Photos accompanying this release are available at:

<http://www.globenewswire.com/newsroom/prs/?pkgid=29230>

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Traditional etiquette recommends bringing a gift to a gathering to show gratitude to the host for being invited to their party. With roughly half of respondents (45%) sticking to this custom by giving wine or spirits, there is an opportunity to stand out and give an unexpected gift.

"We want to give holiday guests permission to show up to parties empty handed this year," said FTD's Vice President of Design Michael Skaff. "One way to make a lasting impression and help transform a home for the holidays is to send a thoughtful gift like flowers. They can be sent to the host before the party in anticipation, or afterwards as a post-party pick-me-up."

Giving a pre- or post-party gift has an additional benefit. Nearly three-fourths of respondents (69%) bring a thank you gift to the party, but risk it getting lost among the clutter or used immediately, when many gift givers intend for it to be enjoyed by the host after the party (43%).

Avoid playing the same reindeer games this holiday with these unique tips from FTD:

- Send a flower arrangement or a centerpiece *prior* to the event so it can be enjoyed by the host and add ambiance to the party. According to Skaff, [snowy white roses with greens](#) and [festive red roses and holly berries](#) are perfect complements to the holiday season.
- Only 17 percent of those surveyed gift a food-related item. Stand out with [snowmen cake pops](#) or [chocolate covered strawberries](#) for the host to indulge in during or after the gathering.
- For those who are family-focused, the survey shows that 73 percent of parents bring a gift to a party. "Why not give something the whole family can enjoy like a [snowman kit](#)," recommends Skaff.
- If you're staying with friends or family over the holidays, consider a gift to show your appreciation to the host like a [trio of floral arrangements](#) for their dinner table or a traditional [poinsettia plant](#) to adorn their foyer.
- Don't shy away from décor and home goods as gifts. Less than seven percent of those surveyed report giving personal home items likes soaps and candles, but the holiday season is a wonderful time to indulge in scented items like [cinnamon, almond and vanilla](#).
- If you bring a gift to the party, still send a handwritten thank you note afterwards. Even better, send it with flowers. This type of gesture merits "super guest" status and will guarantee a spot on next year's invite list.

According to Skaff, the benefit of ordering a hostess gift in advance is that you don't have to scramble at the last minute to buy an ordinary present. Plus, it's likely the gift will make a lasting impression on the host when it arrives.

For more information or to place your hostess gift order, visit www.ftd.com

*Google Consumer Survey of 1,000 representative people conducted between the dates of November 5 and 8, 2014.

About FTD

FTD Companies, Inc. is a premier floral and gifting company. FTD provides floral, gift and related products and services to consumers, retail florists, and other retail locations primarily in the U.S., Canada, the U.K., and the Republic of Ireland. The business uses the highly-recognized FTD[®] and Interflora[®] brands, both supported by the iconic Mercury Man logo that is displayed in tens of thousands of floral shops worldwide. Our portfolio of brands also includes Flying Flowers, Flowers Direct, and Drake Algar in the U.K.

The photos are also available via AP PhotoExpress.

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