

10 February 2016
London, UK

Buy a gift you'll both enjoy this Valentine's Day, says

UK Gift Card & Voucher Association

The [UK Gift Card & Voucher Association](#) (UKGCVA) is encouraging shoppers to think outside the box this Valentine's Day and buy a gift that both recipients can enjoy together, rather than resorting to more traditional gifts this February.

For many shoppers, it can be hard to know what to buy a loved one without resorting to the usual flowers or chocolates. By being a little more creative and looking out for experiences rather than material items, shoppers are able to find something unusual that both parties can look forward to.

There are many options available for couples' experiences – a trip to the theatre, a spa break or a contribution towards a future holiday can all be excellent gifts this Valentine's Day. By seeking out gift vouchers and tokens for these items, shoppers can choose an experience that both partners will enjoy, whilst also spending time with each other.

Gail Cohen, Director General of UKGCVA, comments:

“Trying to find the perfect present can make shopping for Valentine's Day very difficult. By purchasing an experience specially designed for couples, shoppers can relax, safe in the knowledge that their loved one is in line for a real treat. With the variety of gift vouchers on offer for different experiences, shoppers have a wealth of options to choose from in order to make this Valentine's Day the best yet.”

Richard Geldard, Head of Corporate Business Development at Spafinder Wellness UK Ltd, comments:

“Valentine's Day has become an occasion to break away from the stresses and strains of everyday life, but one of the difficult parts of gifting a spa item is not knowing your partner's preferred venue

or treatment. By giving the gift of choice this Valentine's Day with a Spafinder Wellness 365 Gift Card, your partner can choose their perfect venue and treatment at over 1,000 luxury locations across the country. Also, since one of the key requirements for a gift is personalisation, we also offer a range of Valentine's themed e-vouchers that can include a memorable photograph or video clip for your loved one."

Nathan Naylor, Manager at Theatre Tokens, comments:

"The hardest thing about Valentine's Day is deciding what to do and where to go. Giving your partner a Theatre Token this Valentine's Day solves this problem. With over 240 venues, including London's West End, to choose from, Theatre Tokens are a unique, romantic gift that couples can enjoy together. There is obviously nothing wrong with traditional presents like flowers and chocolates, but Theatre Tokens will give your partner an experience that they will remember for years to come."

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About UKGCVA

The UK Gift Card & Voucher Association www.ukgcva.co.uk was established as a trade body in 1991 to represent the key players in what is today a £5.4 billion gift vouchers, cards and stored value solutions market. It provides an information and reference point for both voucher & gift card suppliers and customers, and is at the forefront of the issues affecting the industry.

Its main objective is to raise the profile and use of vouchers and gift cards within the UK, promoting the industry to consumers, businesses, government and other interested parties.

About Spafinder

Celebrating 30 years of experience as a spa and wellness authority this year, Spafinder Wellness UK Ltd a wholly owned subsidiary of Spafinder inc trading as Spafinder Wellness 365 guides the industry, partners, consumers and employers with the most comprehensive resource for wellness-related products, services and insight in the marketplace. Millions of people find inspiration to keep well every day via the Spafinder Wellness 365™ brand, also known for its widely distributed gift cards available at over 7,500 stores in the UK including Sainsbury's, WH Smiths, Boots, Tesco, Costco, Clinton Cards and Asda and it's global network of 25,000 plus spas, salons, fitness, yoga and Pilates studios. For more information, please visit <http://www.spafinder.co.uk/> or call 0203 697 7690.

About the Spafinder Wellness 365 Gift Card

The Spafinder Wellness 365 Gift Card allows the recipient to choose a perfect venue and treatment, without any restrictions, at over 1,000 luxury locations across the country. It can be reimbursed for a number of deluxe treatments, including a couple's massage, countryside spa retreat or a moment of relaxation in the city. Spafinder has guides, reviews and ratings available at www.spafinder.co.uk to make the process even easier, with special deals which can be used in conjunction with the gift card.

About Theatre Tokens

Theatre Tokens were launched in 1984 by the Society of London Theatre (SOLT) as a means of encouraging theatregoing. Any revenues or profits generated from Theatre Tokens are re-invested back into the theatre industry. Theatre Tokens are available in £5, £10 and £20 denominations and can be bought online – www.TheatreTokens.com, by telephone – Tokenline on 020 3011 0755, or in person at TKTS in Leicester Square, participating theatres and a range of retail outlets including selected branches of WHSmith and Waterstones. A full list of participating theatres can be found at www.TheatreTokens.com. SOLT is the not-for-profit organisation which provides a collective voice for the theatre owners, producers and managers of all the major commercial and grant-aided theatres across London. As well as protecting the interests of all its member theatres, SOLT promotes theatregoing through activities including the Olivier Awards with MasterCard, the TKTS ticket booth, the Official London Theatre website and its printed fortnightly listings guide, Theatre Tokens and the popular annual celebration West End LIVE in association with MasterCard. It also administers the audience development initiatives Kids Week and Get Into London Theatre, and supports a number of theatrical charities including Stage One and Mousetrap Theatre Projects.

Contact:

Sophie Mellish
Rostrum
s.mellish@rostrum.agency
+44 (0)20 7440 8670