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FRUMUS FACILITATES HOLIDAY GROUP GIFT GIVING WITHOUT RESTRICTIONS

HOPKINTON, MA (November 16, 2009) -- Contributing to group gift collection has been a holiday tradition for decades but the ability to organize a group gift on-line is a new phenomenon started by FrumUs, Inc. Founded by a working mother frustrated by the old-school logistics of gathering input and money, FrumUs facilitates the group gift process without restricting users to shopping on-line or buying select merchandise or gift cards.

“FrumUs is truly about simplifying what was once a daunting task,” explains Karen O’Neil, president of FrumUs, Inc. “We have had people organize a gift collection, collect funds and create an electronic e-gift certificate in a matter of hours, while others use FrumUs to collect and then they use the funds for a local restaurant gift certificate. It’s all about using the internet to make a thoughtful but arduous task easier.”

With holiday spending on a continued downward trend, services that make it easy to save money and time are becoming even more popular. National retailers like Sears and Best Buy have announced group gift collection services this year, some ecommerce sites focus on group collections for gift cards and others require users to select a merchandise item.

Since FrumUs collections go directly to the user’s PayPal account, gift organizers decide whether to use their PayPal funds for a local purchase or opt to shop from the gift ideas and merchants featured on the site. FrumUs shopping destinations range from gift card providers like Amazon and Discover; as well as unique gifts from stores like Red Envelope and Uncommon Goods, and practical gifts from Target, Gap and WalMart.

FrumUs users create a personalized virtual gift collection envelope where they can track totals collected (including any cash donations received off-line), start a discussion or add a poll on any topic. After previewing the online collection envelope, the organizer sends a personal note with a link directly to their personal FrumUs collection page. There are no minimum collection amounts and no FrumUs fees, however, PayPal charges transaction fees.

“This holiday season, both time and money are scarce. We hope FrumUs empowers more people to pool their money to purchase gifts for friends, family and those who make a difference in their lives all year,” O’Neil added.

For more information, including unique gift ideas, visit FrumUs.com.