

# Tips for saving \$\$\$ this holiday season

Gearing up for holiday shopping can make us and our bank accounts weak in the knees.

Even though the list of people to buy for seems unending, there are ways to be frugal while shopping this holiday season. The key is finding gifts that maximize your dollar and are packed with value. Here are some tips to keep the piggy bank in check:

1. Loyalty Cards— Utilizing your favorite loyalty rewards card, like the Shoppers Drug Mart Optimum Card, is a great way to save cash. Keep track of bonus reward days where extra points can be earned and don't forget you can also redeem points for free holiday gifts.

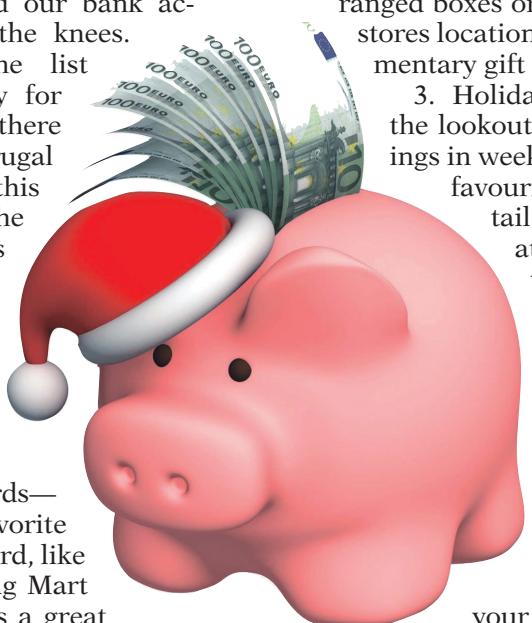
2. Gift Sets— Stacked with bonus products and gifts with purchase, gift sets are filled with value for the holi-

days. Even better, they come in prearranged boxes or baskets and some stores locations will offer complimentary gift wrapping as well.

3. Holiday Flyers— Be on the lookout for deals and savings in weekly flyers from your favourite convenient retail stores. Shopping at stores that offer a variety of products and services allows you to cash in on savings from health and beauty to food and entertaining needs.

4. Facebook and Twitter— Follow and Like your favourite shopping locations for up to the minute access to specials. Check regularly and you're sure to be the first to hear of upcoming deals and contest opportunities too.

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