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Autism Gift Center Makes Seasonal Shopping Fun, Easy and Affordable

With Special Discounts, Gift Bags, and Special Holiday Tips, Natural Learning Concepts Gift Center Helps Those with Autism and their Families Celebrate and Enjoy the Season

DIX HILLS, NY – Buying a gift for someone with autism is a difficult task, and friends and family often need help when choosing just the right gift. Luckily, **Natural Learning Concepts** (<http://www.NLconcepts.com>) has an easy solution with the new **Autism Gift Center** (<http://www.nlconcepts.com/autism-gifts.htm>), showcasing delightful gifts in every price range. Each gift includes the perfect combination of learning and fun, providing a child with endless hours of entertainment. Knowing how challenging this season can be, Natural Learning Concepts has also released the new article “The Autism Holiday Challenge” (available at <http://www.nlconcepts.com/autism-holiday.htm>). With these valuable tips, advice and gifts, it promises to be a merry shopping season for all!

“The Autism Holiday Gift Center is tremendously helpful for consumers,” comments Co-Founder **Jene Aviram**. “We get many calls from caring friends and relatives who are looking for the perfect gift for the autism spectrum child in their lives, and don’t know what to buy. So we decided to make it easy for them by creating a gift for every budget, with our Gift Bags.” The Gift Bags are a fun, versatile, and easy way to shop for

the autism spectrum child in anyone's life in just minutes online, with each gift including the option for a heartfelt and personalized message. "In addition, in the spirit of giving, we've also thrown in a few fun, free toys and goodies in every Gift Bag," adds Co-Founder Jocelyn Blum, "just to make the holidays a little brighter." As the final touch, every gift also comes with a certificate for 10% off the customer's next order, as well.

Gift Bags for every price range (from \$25 to \$75)

This year's Gift Bags from the Natural Learning Concepts are true bargains, giving the customer great value for money. Packed with entertainment, learning, and sheer fun, the Gift Bag 2007 options include the following choices:

*** \$25 "Terrific 25" GIFT BAG**

The perfect Gift Bag for the customer on a budget. Contents include the acclaimed, bestselling Social Storybook *I Don't Understand/Giving and Getting Help*, as well as the Fill Ins and Reversals Pack, a Puffer Ball, Noise Putty, a Pencil, Sticker and Eraser pack, as well as a gift certificate for 10% off your next order. And all for just \$25!

*** \$35 "Thrilling 35" GIFT BAG**

Another great budget option, the \$35 Gift Bag from Natural Learning Concepts also includes the Social Storybook *I Don't Understand/Giving and Getting Help*, as well as NLC's superb Conversation Starters (School Version) and the Seasons Pack, plus the Puffer Ball, Whistle, Pencil, Sticker and Eraser pack, and the gift certificate for 10% off the customer's next order.

*** \$55 "Fantastic 55" GIFT BAG**

For just \$55, NLC's "Fantastic 55" Gift Bag offers a superb assortment of goodies sure to delight any autism-spectrum child. Contents of this Gift Bag include the Social Storybook *I Don't Understand/Giving and Getting Help*, as well as the popular Social Storybook title *Getting Ready for School/Getting Ready for Bed*, plus the Conversation

Starters on Everyday Conversation, the Question Series (Entertainment version), as well as the wonderful Puffer Ball, Noise putty, Whistle, Pencil, Sticker and Eraser pack. And, as always, customers get a gift certificate for 10% off their next order. It's great to be 55!

*** \$75 "Sensational 75" GIFT BAG**

All of the NLC Gift Bags offer a terrific assortment of products, but the \$75 Gift Bag includes an array of which Santa himself would be proud. These include the Social Storybook *Getting Ready for School/Getting Ready for Bed*, the Social Storybook *I Don't Understand/Giving and Getting Help*, the Conversation Starters (School and Everyday Conversation versions), the "What & How" Question Set, as well as the Noise Putty, Puffer Ball, Pencil and Pencil Grip, Whistle, and Pencil, Sticker and Eraser pack. Plus, as always, the gift certificate for 10% off the customer's next order!

The Autism Holiday Challenge – Timely Seasonal Advice from the Experts

To celebrate the holiday season, Natural Learning Concepts has also posted a valuable article written by Co-Founder Jene Aviram herself, which addresses the challenges parents and caregivers may face with their autism-spectrum children in the holiday season. Written with warmth, compassion, and her usual expertise, Aviram's article "The Autism Holiday Challenge" offers immensely valuable tips (with a dash of humor) for parents and other loved ones of autism-spectrum children, and can be read at <http://www.nlconcepts.com/autism-holiday.htm>. "Parents of autism spectrum kids often look forward to and dread the holidays with equal intensity," comments Aviram. "They aren't just dealing with the usual pressures of the season, but with the extra stress and anxiety their child has to cope with during the holidays. Knowing how taxing this can be, this article offers tips and strategies to provide a merry and enjoyable holiday season for kids and parents alike."

About Natural Learning Concepts

Natural Learning Concepts is committed to the acceptance, celebration and understanding of people with autism exactly as they are. Their range of outstanding

books, materials and inspirational content is designed to facilitate communication, increase speech, language and comprehension while having fun in the process. All of the materials on the Natural Learning Concepts website are used for teaching children at all levels of the autism spectrum as well as those diagnosed with PDD-NOS, Asperger's, ADHD and speech and language delays. The company's materials include its hugely popular Conversation Starters, its Learn to Talk About series, as well as a wide assortment of bestselling social storybooks for autism, and much more. Each of its products are routinely used for ABA therapy, early intervention and verbal behavior analysis and improvement. Parents, teachers, and other loved ones enjoy using these tools to celebrate and work with that special child in their life who has autism.

Please visit the Natural Learning Concepts website to learn more, as well as to take part in its diverse and passionate online community, at <http://www.NLconcepts.com>. Also, don't miss its exciting new Job Community for those on the autism spectrum, at <http://www.nlconcepts.com/autism-jobs.htm>.

For more information on Natural Learning Concepts or its products, please contact publicist Angela Mitchell, at **(904) 982-8043**, or Paramitch@aol.com. Meanwhile, to contact founders Jene Aviram or Jocelyn Blum directly for interviews, please call **1-800-823-3430**, **(631) 858-0188**, or e-mail Info@NLconcepts.com.

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Pictures and Images, Natural Learning Concepts Gift Bags

Please contact Angela Mitchell at Paramitch@aol.com or Sales@ParanoidPR.com for high-resolution or additional images, with our thanks. Please credit Natural Learning Concepts for all images.



Clockwise from top, the \$25, \$35, \$55 and \$75 Gift Bags from Natural Learning Concepts mean that finding a gift for a child on the autism spectrum has never been easier or more cost-effective!