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When Motherhood Necessitates Invention

Marketing-savvy Long Island mom finds go-green success with the launch of a collection of re-giftable, eco-friendly "Simply Re-Gift It" gift bags

Wantagh, NY – Spend some time with Jennifer Paretta - a former executive who shunned corporate culture to raise her two young children - and founder and president of Simply Re-Gift It LLC - and you'll beg forgiveness for every clichéd stereotype you've uttered about mothers from Long Island. Because sometimes a certain accent and traits like a knack for sharp observations and dogged persistence can result in a good thing - a very good thing.

This entrepreneurial, go-green mom from Wantagh, New York, is currently making her mark in gift and stationery stores across the United States and Canada with her line of fun, eye-catching and web interactive gift bags that are re-giftable and re-usable.

Soft as a pat of room-temp butter on the inside but all business on the outside, Paretta is proud to be doing her part to encourage the growth of a greener society. "My patent-pending, earth-kind gift bags are web interactive products that integrate interactive media with traditional stationery products. They are designed to promote creativity and track the gift-giving journey with internet security and safety."

What's more, Paretta is doing double the good as she uses her Friendship Gift Bags for a variety of special fundraisers for community centers, sports groups and PTAs. After working with Long Island PTAs in 2007, she will expand her fundraising efforts to encompass PTAs throughout New York State this year. Future fundraising campaigns will target additional states.

Paretta's patent-pending Friendship Gift Bags created a resounding industry buzz when introduced at New York's National Stationery Show this past April. Fun and easy to use, Simply Re-Gift It includes a five-piece collection of kid-themed Friendship Gift Bags. Showcasing artwork by Liane

Designs, Ltd., the suggested retail price for each 10" x 13" x 5" heavyweight durable gift bag is \$8.

In the near future, Simply Re-Gift It - a certified woman-owned business - will introduce gift bag styles for children and adults. Items will feature wine, seasonal, wedding and family tree motifs, and be available in a variety of sizes.

Contact www.SimpleReGiftIt.com or 888.RE-GIFT.3 for orders, customer service and additional information about Simply Re-Gift It.

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