



CELEBRATE THEIR SPECIAL DAY WITH ONE4ALL LIMITED EDITION HOLY COMMUNION GIFT CARDS

Press Release
8th April 2009



Nowadays the etiquette of First Holy Communion gift giving is pretty relaxed. But what are the rules of conventions of what to give, when, and how much?

One4all have many years of experience helping thousands of people make gifting decisions. This May they have some guidelines for parents, grandparents, godparents, neighbours and friends based a recent poll* ...

FIRST HOLY COMMUNION – GUIDELINES OF HOW MUCH TO SPEND*

Parent to Child: €100-150
Friend to Child: €20-50

Grandparent to Child: €20-50
Neighbour to Child: €20-50

Godparent to Child: €50-100

Little ones making their First Holy Communion will love the limited edition One4all Holy Communion Gift Card – their very own grown-up way to buy what they want to mark their special day.

The Holy Communion Gift Cards from One4all offers aunts, uncles, godparents, grandparents and friends a tasteful alternative to cash that will be appreciated by the most important person on the day, the child receiving the Eucharist. What's more, it is the perfect alternative to cash gifts and in these recessionary times you can choose any value that suits your pocket from €15 - €250.

Michael Dawson Group CEO at One4all says: "More people are buying vouchers and gift cards as Holy Communion presents because they offer convenience for the givers and choice and flexibility for the receivers. With One4all, children can pick their own gift or put the voucher aside for a rainy day."

One4all offers convenience for the givers and choice and flexibility for the receivers

Where / how to purchase

The One4all limited edition One4all Holy Communion Gift Card is available online at One4all.ie and can be accompanied with a teddy bear and gift tin.

With more than 4,500 outlets to spend the Gift Voucher and over 3,000 outlets to spend the One4all Gift Card, including big brand stores such as Eurocycles, Byrnes World of Wonder, Toy City, Eason and Urban Kids, One4all really is the ultimate gift of choice and flexibility.

Simply pop into your local Post Office, local store where you see the PostPoint sign, visit www.one4all.ie, or call 01 – 8708111.

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First Holy Communion Trivia

Did you know?

- ⌘ First Holy Communion is the common name for a person's first reception of the sacrament of the Eucharist.
- ⌘ A child must be baptised before he/she can have their First Holy Communion.
- ⌘ In Europe, the tradition is that the Communion child receives favours, treats wrapped in Italian fabric, at their Communion breakfast and these can include sugared almonds or chocolate.
- ⌘ In Ireland, approximately 70,000 kids make their communion every year.**
- ⌘ Holy Communion clothes for girls are white as they symbolise purity.
- ⌘ In many countries boys wear military uniforms.
- ⌘ Historically, Communion dresses were worn short but over the years, the hemlines have dropped dramatically to resemble mini wedding dresses.
- ⌘ Over the past decade, the occasion has turned from a low key religious appreciation to a full blown party for the kids with spray tans, limousines and €50 notes in envelopes.
- ⌘ The average amount spent by parents in Ireland on a First Holy Communion outfit is €500 for a girl and €250 for a boy. Across the world, many families hand down the Holy Communion outfits to the younger siblings.

Notes to Editors

* One4all's Gift Giving survey was conducted independently on a sample group of people through Survey Monkey.

** Based on approximate figures from INTO on the number of pupils in second class in primary schools throughout Ireland who are making their Holy Communion this year.