



## **The Gift Insider Launches New Site to Help Shoppers Find Unique Gift Ideas for the Holidays**

*The Gift Insider, Lindsay Roberts, launches ultra-hip website that reviews, recommends and categorizes the most under-the-radar and creative gift ideas. Roberts' influence goes far beyond thegiftinsider.com as she has appeared on morning news shows across the country, pens multiple monthly gift columns and is a radio gift expert.*

Chicago, IL ([PRWEB](#)) November 30, 2010 -- We all know finding that perfect gift is never easy. The Gift Insider scours boutiques, magazines and the web to help users find the best, newest, coolest, most unique, most romantic, most [creative gift ideas](#) out there - so that users don't have to.

TheGiftInsider.com is a newly revamped site that lets users browse for gifts by price, person, occasion or personality, then links directly to the website where users can purchase these [cool gift ideas](#). There is a Wish List function to save favorite items, users can rate each gift, leave comments and share via social media. The Gift Insider does not sell items that they recommend, but serves as a trusted and credible resource.

Lindsay Roberts, [The Gift Insider](#), recommends her favorite gift ideas across a variety of media platforms. Roberts has appeared on morning news segments all over the country, such as WGN9 Chicago, Fox2 Detroit, CBS4 Denver and Fox2 St Louis. In addition, The Gift Insider writes monthly columns for Women's Lifestyle Magazine, Askinyourface.com, and does radio spots on Radio Go Girl.

The Gift Insider:

The Gift Insider was founded by Lindsay Roberts in 2009. Utilizing Roberts' Journalism degree, she created the site as a hobby, while working for magazines like Good Housekeeping and Esquire. She later left the corporate publishing world to pursue her dream of being a full-time gift expert. For more information on booking Lindsay as a gift expert, promoting your product on her site or media platforms or inquiring about her new corporate gifting opportunities go to The Gift Insider's contact page.

GGAB:

The [Gift Giving Advisory Board](#) is a brand new organization that The Gift Insider is a part of. At the Gift Giving Advisory Board, we have a very serious mission. That is, to educate citizens of all gender, size, age, wallet size and rank to become better gift givers. Our expert advisory board members include the women of WickedlyChic.com, TheGiftInsider.com and TheSucculentWife.com.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).