

# Manager's Minutes

March 2020

## Unused Gift Cards

Do you have gift cards that you haven't used? Are you someone who forgets you even have the gift card?

According to a new study, half of US adults have unused gift cards. 25% of adults have let a gift card expire and 22% have lost a gift card. When you waste your gift card, by letting it expire, or losing the gift card, you're basically throwing away money and giving it to the Merchant, without anything in return. Over \$1billion in gift cards go unused every year! Makes you think... What gift cards have you misplaced, forgotten, or lost?

John Nevins



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