

Cultivate Premium Corporate Gifts
(720) 638-9123
marketing@cultivatepcg.com
cultivatepcg.com

FOR IMMEDIATE RELEASE

Take The Guesswork Out Of Gifting

BOULDER, COLORADO. August 19, 2020— Gifting shouldn't feel like one big guessing game. Selecting the right item for someone, like a colleague or client, is hard and can lead to buyers' remorse and hesitant feelings. Cultivate has a better solution. Instead of second-guessing and turning to practical gifts such as cash, gift cards, or tchotchkes – partner with Cultivate to reward recipients with a virtual or on-site gift experience that gives them a choice to select a gift they want and will enjoy.

For over a decade, Cultivate has led the industry as the Trusted Source for innovative and thoughtful gift solutions, delivering more than 600 gift programs and gifting over 135,000 recipients annually around the world. Tom Romine is the founder and visionary behind Cultivate. Running on an entrepreneurial spirit that began with selling newspaper subscriptions as a 10-year-old, Romine's instincts have led to success across multiple industries and companies, including Callaway Golf and Maui Jim Sunglasses. Nowadays, Tom brings that same knowledge and expertise to Cultivate's mission of appreciating and inspiring.

[Learn more about Cultivate's history.](#)

Unlike cash or gift cards, Cultivate gift experiences actually feel rewarding. Honing in on what matters, Cultivate measures successful gift programs against its three concepts: choice, aspirational brands, and frequency of use. Choice helps celebrate employees as real, individualized people, creating healthy relationships built on mutual gratitude and respect. Aspirational, or best-in-class, brands and products spark meaningful conversations and shareable stories that build buzz and excitement around recognition efforts. While frequency of use keeps the recipients' lifestyles and sustainability top of mind.

Whether it's a Human Resources department in need of employee appreciation gifts, a Sales director that needs to supply motivational incentives, customer and client recognition, or the go-to person in charge of holiday gifts – let Cultivate provide a better solution. Take the guesswork out of gifting to genuinely appreciate, motivate, and celebrate guests. Contact Cultivate today to learn more or to begin planning a gift experience.

[Learn more about Cultivate's gift programs.](#)