

## **Doug Alves Crowned America's Most Gifted Wrapper; Wins \$10,000 Grand Prize and Rides Home in the Vespa LX Scooter He Wrapped in the Ninth Annual Scotch Brand Most Gifted Wrapper Contest**

Doug Alves, a gift-wrapping guru from Fresno, Calif., was crowned "America's Most Gifted Wrapper" for 2005 in a national gift-wrapping contest sponsored by the maker of Scotch brand Tape.

Amid throngs of holiday revelers at Rockefeller Center today, Alves used breathtaking speed, flair and style to out-wrap seven other gift-wrapping experts in the ninth annual Scotch Brand Most Gifted Wrapper Contest, earning the ultimate holiday prize: \$10,000 and the new Vespa LX Scooter he wrapped during the competition. With bows, ribbons and Scotch brand Tape in hand, Alves and his worthy competitors wrapped gifts of silver, gold and diamonds - a silver Sharp Aquos LCD TV, gold saxophone and brand new Vespa scooter accompanied by a diamond-encrusted helmet - gifts selected in honor of the 75th "diamond" anniversary of Scotch Transparent Tape.

Alves, who dedicated his big win to his mother on her 72nd birthday, said: "I was just happy and proud to be able to go to New York to compete, knowing I had the tremendous support of my friends and family."

The first runner-up, Tina Moore from Fayetteville, Ga., received a \$2,500 cash prize. The other six contestants received smaller cash prizes as well. Contestants were judged on three criteria: appearance, technique and speed.

The judging panel consisted of experts in the art of gift-wrapping, including Robin Cohen, president of Bow Jest Enterprises in San Andreas, Calif.; Wanda Wen, co-founder of specialty paper store Soolip in Los Angeles; John Saxtan, editor-in-chief of Giftware News in Chicago; and Kristine Solomon, associate editor of Home Magazine in New York City.

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