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**CHILDREN ENCOURAGED TO DEVELOP REGULAR SAVINGS HABIT
- Scottish Friendly supports new website to make saving fun for next
generation -**

Four to seven-year-olds across the UK are being encouraged to develop positive and healthy attitudes towards money and savings with the launch of www.funtosave.org, supported by Scottish Friendly and members of the Association of Mutual Insurers (AMI).

The website is the first online portal which takes a holistic approach to teaching young children about the concept of money and saving.

Developed by AMI and educational specialists, D2, the free website contains educational games for four to seven-year-olds, activities for parents to enjoy with their children and lesson plans for teachers developed in line with the national curriculum.

Neil Lovatt, sales and marketing director of Scottish Friendly, Scotland's largest mutual, supporting the scheme north of the border, said: "Scottish Friendly is wholly supportive of this initiative.

"There is a duty on the financial services industry to help foster positive attitudes towards money and saving within the wider public, and mutual organisations are well placed to make this kind of long term investment. We are firm advocates of the financial and social benefits of a regular savings habit and funtosave.org is a great first step for parents and their children."

Shaun Tarbuck, chief executive of The Association of Mutual Insurers (AMI) comments: "Young people are our next generation and it is vital that their first attitudes towards money and savings are positive. The majority of these attitudes are developed at an early age in the home with parents or carers.

“We believe that the key to teaching financial capability effectively is to teach young people at home and at school and to make learning fun. Mutual insurers are owned solely by their customers and are well positioned to develop such a unique and much needed resource for the next generation of savers in this country.”

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Notes to editors:

1. The Association of Mutual Insurers represents 98% of mutual insurers in the UK. it has 38 member organisations who represent 19million policy holders and GBP83bn in policies.
2. Mutual insurers currently provide 1.9million Child Trust Funds in the UK
3. Pictures of Shaun Tarbuck, screen grabs of <http://www.funtosave.org> can be downloaded from the Media/Image Library at <http://www.mutualinsurers.org>
4. Mutual Insurers supporting www.funtosave.org are Scottish Friendly, Engage Mutual, Family Investments, LV=, Police Mutual Assurance, Royal Liver, Royal London and Wesleyan for Teachers
5. Further information about AMI can be found at: <http://www.mutualinsurers.org>
6. For more information or for a quote or interview with Shaun Tarbuck, CEO of AMI please contact Contact: Rachel Griffiths at AMI on +44(0)161-952-5050 or +44(0)7966-342632, rachel.griffiths@mutualinsurers.org

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