[Date]

[YOUR ORGANISATION NAME] joins campaign to show that when it comes to money, 'it all counts'

- Talk Money Week (2-6 November) inspires people to talk about money openly and with confidence.
- The week is led by the Money and Pensions Service and supported by hundreds of organisations.
- The Money and Pensions Service says it's time to focus on realistic, manageable actions to help everyone improve their financial wellbeing.

[Organisation] is asking people to focus on actions of all sizes to improve their financial wellbeing as part of the Money and Pension Service's Talk Money Week.

Held from 2-6 November, Talk Money Week encourages people to have more open conversations about their finances – from pocket money to pensions – and to continue these conversations all year-round.

As part of this year's theme, [Organisation] is asking everyone to get involved and take actions of all sizes to feel more in control of their finances. Whether it's speaking to a lender before repayments become a problem, checking whether you're entitled to benefits you haven't claimed, putting your first pound into a pension, or starting a conversation about a money worry with someone you trust.

Whether it's one small action or a series of steps over time, when it comes to money, **'it all counts'**.

As part of the week, [organisation] will be running an activity/ campaign/ event [Insert details of event and aim of activity].

There will also be activity across [UK / England /Scotland / Wales] to get more people talking about money and engaging with topics like using credit, saving regularly, planning for retirement, dealing with debt, and teaching children about financial decisions.

In 2025, Talk Money Week was supported by organisations including major banks, various government departments, NHS Trusts across the UK, and charities including Citizens Advice and National Debtline.

With many people across the UK under financial pressure due to rising costs and unexpected expenses, it's easy to think only big changes will make a real difference, but even the smallest of actions can help people become more informed, confident and feel more in control of their money.

[Name], [Title] from [Organisation] commented:

“[Insert quote].”

Oliver Morley, Chief Executive at the Money and Pensions Service, says:

> “Actions to improve your finances don’t have to be big or complicated to make a difference. That’s why, as part of our annual Talk Money Week campaign, we’re reminding people that when it comes to money, it all counts.
>
> “Whether it’s simply talking through a money worry with a friend, putting a little aside when you can or shopping around to get a better deal on your bills, every step can help.
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> “Small actions matter and however simple they may seem, this is the chance for everyone to feel more confident and in control of their money.”

For more information on Talk Money Week visit www.maps.org.uk/talk-money-week

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For media enquiries please contact: MaPS Press Office 020 8132 5284 | media@maps.org.uk

About Talk Money Week

Talk Money Week is an annual public awareness campaign, run by the Money and Pensions Service, to get the nation having conversations about money. Talking about finances has been shown to help people make better informed and less risky financial decisions, feel less stressed or anxious and more in control, have stronger personal relationships, and help their children form good lifetime money habits. Talk Money Week will take place from 2-6 November 2026.

About the Money and Pensions Service

Our vision is “Better financial futures for everyone in need.”

We offer free, impartial help and guidance on money and pensions via www.moneyhelper.org.ukOpens in a new window and 0800 011 3797. For services in Welsh, please visit www.helpwrarian.org.ukOpens in a new window or call 0800 756 1012. The service includes a range of free tools, plus the opportunity to speak to an expert via WhatsApp, phone, email or live chat.

We also co-ordinate the UK Strategy for Financial Wellbeing, working with partners and stakeholders to help everyone find their way forward and build a better financial future.

We are an arms-length body, sponsored by the Department for Work and Pensions and funded by levies on both the financial services industry and pension schemes.

For more information, see Who we are or read our annual corporate plan and strategy.