

PRESS RELEASE

[Date]

[YOUR ORGANISATION NAME] joins campaign for people to ‘start the conversation’ to improve their financial wellbeing

- Talk Money Week (3-7 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.
- Money and Pensions Service says “it’s time to talk specifics” and help everyone improve their financial wellbeing.

[Organisation] is asking people to ‘start the conversation’ to improve their financial wellbeing as part of the Money and Pensions Service’s Talk Money Week.

Held from 3-7 November, Talk Money Week aims to reduce the stigma around money by encouraging conversations among everyone, from families and friends to colleagues and communities.

As part of this year’s theme, [Organisation] is asking everyone to get involved and ‘start the conversation’. Whether it’s a quick chat about budgeting with a partner, a question for a pensions professional, or introducing the concept of savings to a child, ‘start the conversation’ offers a first step towards action. Money conversations don’t have to be perfect or polished — they just need to happen

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 2024, Talk Money Week was supported by organisations including major banks, various government departments, NHS Trusts across the UK, and charities including Citizens Advice and Money and Mental Health.

Taking control of money, talking openly about it and sharing the burden that worries can cause often has a huge impact on our health and relationships. It also helps someone to make better, more informed decisions.

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

“[Insert quote].”

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

“Talking about money with friends, family and children – or experts if necessary – can help you feel more confident and give you greater financial resilience. That’s why, as part of our annual Talk Money Week campaign, we’re calling for you to ‘start the conversation’.

“Money conversations don’t have to be perfect or polished – they just need to happen. We know it can be difficult to know where to start and so we have all the ideas and information you’ll need on our website, along with the tools to get you started.

“Whether it’s something small, like a quick chat with your partner about budgeting, or something bigger, like making an informed long-term decision, this is the chance for everyone to get involved and start talking about money, together.”

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

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For media enquiries contact:

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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 3-7 November 2025.

About the Money and Pensions Service

Our vision is “Everyone making the most of their money and pensions.”

We offer free, impartial help and guidance on money and pensions via www.moneyhelper.org.uk and 0800 138 7777. 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, visit our [website](#) or [annual corporate plan and strategy](#).

About the UK Strategy for Financial Wellbeing

The UK Strategy for Financial Wellbeing establishes five “agendas for change” and sets goals to be achieved by 2030. These are:

- Financial Foundations: 2 million more children and young people getting a meaningful financial education
- Nation of savers: 2 million more working age people who are struggling and squeezed saving regularly
- Credit Counts: 2 million fewer people often using credit to pay for food or bills
- Better Debt Advice: 2 million more people getting the debt advice they need; currently only 32% of those who need debt advice access it
- Future Focus: 5 million more people understanding enough to plan for their later lives, and during them

Further information about the UK Strategy is available at www.maps.org.uk/wellbeing