

## PRESS RELEASE

[Date]

### **[YOUR ORGANISATION NAME] joins campaign for people to ‘do one thing’ to improve their financial wellbeing**

- Talk Money Week (6-10 November) inspires people to take one action, however small, that improves their financial wellbeing and to tell others about it.
- The week is led by the Money and Pensions Service (MaPS) and supported by hundreds of organisations.
- MaPS says “it’s time to talk specifics” and help everyone improve their financial wellbeing.

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

Held from 6-10 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 ‘do one thing’. This could be something major, like creating an in-depth budget or looking closely at a pension, or something minor like talking to a child about pocket money or exploring the MoneyHelper website.

Whatever people choose to do, [Organisation] is also asking them to talk to others about what they did and why, in the hope of inspiring them to join in too.

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.

Last year, Talk Money Week was supported by hundreds of organisations, including major banks, various government departments, NHS Trusts across the UK and charities like Citizens Advice and Money and Mental Health, with even more expected this time around.

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

Talk Money Week is also an annual opportunity to celebrate the work organisations like [Organisation] are doing to support the long-term UK Strategy for Financial Wellbeing,

launched by MaPS in 2020. It includes ambitious ten-year goals to help everyone make the most of their money and pensions.

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

“[Insert quote].”

**Caroline Siarkiewicz, Chief Executive at the Money and Pensions Service says:**

“Talk Money Week has grown every single year and we want to build on that success, so it’s time to talk specifics. This is why we’re asking and inspiring people to ‘do one thing’ and take another step towards improving their financial wellbeing, telling others about it as they go.

“Whether it’s something small, like starting a conversation, or something major, like making an informed long term decision, this is a chance for everyone to get involved and reap the benefits.

“We have the ideas and information you’ll need on our website, along with the tools to help you get started, so I’d urge everyone to think about what works for them. By working together, we can help everyone make the most of their money and pensions.”

For more information on Talk Money Week visit [www.maps.org.uk/talk-money-week/](http://www.maps.org.uk/talk-money-week/)

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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 6-10 November 2023.

### **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](http://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](http://www.maps.org.uk/wellbeing)