

## PRESS RELEASE

Strictly embargoed until 00:01 on Saturday 22 May 2010  
Nicola Frame 020 7928 4640 ext. 227/ [nicola@quidco.com](mailto:nicola@quidco.com)

### Brides and grooms say 'I don't' to credit cards and loans

Cost-conscious brides and grooms are getting creative to finance their big day without resorting to credit cards and loans, according to new research from cashback website Quidco.com.

Just one in four engaged or recently married couples surveyed by Quidco.com\* said they were using credit cards or a loan to fund their wedding, with most people relying on savings (84%) or getting a contribution from family or friends (60%).

Three in ten had asked friends and family to make contributions in kind, such as making the cake or wedding invitations, and one in four had raised extra cash by selling things they no longer needed.

Almost half (46%) of the brides and grooms surveyed said they had taken advantage of cashback and other online discounts to save hundreds of pounds on everything from the wedding dress to flowers, gifts, the honeymoon and engagement rings.

But although the average cost of a wedding has risen to more than £20,000, just one in three people had bought an insurance policy for their big day. Wedding insurance could cover costs if, for example, the ceremony had to be postponed or cancelled, adverse weather stopped most guests from attending, the venue or a supplier went out of business ahead of the wedding, or the rings were lost.

People who had bought insurance spent £46 on average, or less than a quarter of one per cent of the average wedding cost.

Nicola Frame from Quidco.com says:

*"Rather than start married life in debt, brides and grooms on a budget are thinking creatively to keep their wedding costs down, by selling things on eBay, getting cashback on their spending and asking friends and family to chip in with homemade cakes and invites. But even on a tight budget, the big day is usually a major financial investment which involves a myriad of suppliers, so the small amount you save not buying insurance could turn out to be a false economy."*

END

#### Notes to editors

\* Survey of 1,079 GB adults aged 18 - 64 who had either married in the previous 12 months or were engaged to be married, April 2010

#### Example cashback offers at Quidco.com for brides- and grooms-to-be:

- 12% cashback when people buy an insurance policy from Weddingplan insurance
- £20 cashback when people buy a policy from Debenhams Wedding Insurance, plus 10% online discount

## PRESS RELEASE

- 5% cashback on purchases from wedding and celebration specialist Confetti
- 14% cashback at jewellers Ernest Jones and Goldsmiths
- 4% cashback on a romantic honeymoon at a Sandals resort
- 8% cashback on hotel bookings and 2.25% cashback on holidays with Thomas Cook
- 5% cashback on everything from wedding dresses to gifts at House of Fraser

### **About Quidco.com**

Quidco.com is the easy way for people to save money on every purchase. It pays 'cashback' when people click through and make a purchase at any of the 2,000 retailers listed on its website, by paying the commission it gets from the retailer, directly into the shopper's bank account.

Quidco.com was founded in 2005 with a mission to help people save money and is the UK's leading cashback website. The site is free to join and currently has more than 830,000 members who will save a total of £35m this year.