



*3<sup>rd</sup> September 2008*

## **National savings week is launched today**

**New research commissioned by EBS shows only 36% of people save regularly each month**

Only 36% of people save regularly each month according to research released today by EBS Building Society to coincide with the launch of National Savings Week. The week-long public awareness initiative runs throughout the country from the 8 - 12 September, and is supported by the EBS Building Society. The campaign seeks to raise public awareness about the importance of savings for the future at every stage of your life.

The research, conducted amongst over 2,000 people by Red C, also found that 2 out of 3 people interviewed said that they are concerned about the life style they will be able to afford in retirement. 58% of people questioned admitted that with the instability in financial markets they are concerned about their savings.

National Savings Week supported by EBS will have a different financial theme and focus for each day of the week. Themes will include; Children and Teen Savings, Savings and Investments, Regular Savings and Pensions. A range of activity is planned to support the initiative including; a local-radio campaign focusing on the benefits of savings; local Children's Savings Days which will be held in a selection of EBS branches across the country. In addition a number of promotions to encourage people to adapt their lifestyle in order to facilitate greater saving have also been scheduled.

Speaking today about National Saving Week, Fergus Murphy, Chief Executive of EBS Building Society, said: "At EBS we believe that it is critically important that people develop a good savings habit to ensure that they can plan effectively for their own and their family's futures. We are delighted to promote this public awareness campaign to encourage people to save on a regular basis and to help educate them on the range of savings options that are open to them.

Commenting on the savings options provided by EBS Mr. Murphy said: "Providing competitive financial services for the whole family is core to the founding principles of the Society. Our children's account is the most competitive in the market and we have a market leading rate of 5.6% gross on our fixed rate savings account amongst our many options."

Mr. Murphy concluded saying: "There is no doubt that now is a good time for people to consider saving some money regularly as they will get a strong return - we would encourage people to evaluate what they can afford to save each month and to put something aside so that they can have some security for future purchases - whether they are planned or unplanned."

For further information about National Savings Week supported by EBS call into your local EBS office, go to [www.ebs.ie](http://www.ebs.ie) or call 1850 203 636.