

The Children's Mutual Launches Animated Guide To Child Trust Funds



Released on: November 13, 2009, 11:30 am

Author: [The Children's Mutual](#)

Industry: [Financial](#)

Leading Child Trust Fund provider The Children's Mutual is pleased to announce the launch of a new cartoon guide to Child Trust Funds - the first of its kind in the marketplace.

The cartoon guide is a five minute animation in a graphic style reminiscent of perennial children's favourite, Fuzzy Felt. During the film, busy new mum, Mel, (and baby Emily) explain what the Child Trust Fund is, the different sorts of funds that are available, their individual features, how to find a provider and how to go about applying for a fund.

[The Child Trust Fund guide](#) has additional link-back buttons at the end that allow viewers to go directly back to sections of particular interest and watch them again. It also gives clear direction to alternative information sources including [HMRC](#).

Marketing Director, Tony Anderson, said: "We appreciate that new parents have very little free time and when they do get a chance to sit down they aren't necessarily in the mood to wade through financial paperwork or regulatory terminology. But they still want to be sure that they are making the right choices for their children. This is where our animated guide provides a completely new approach to helping customers – through carefully chosen language and functionality. It provides all the salient information about [CTFs](#) in easy to understand language and simple to access bite size sections."

The cartoon guide can be viewed at The Children's Mutual's own website and is also available for publications and sites to host themselves to help their own audiences to more easily understand the Child Trust Fund.

Tony concluded: "Opening a Child Trust Fund account can seem like a daunting task, but with our new guide it needn't be. All we ask is that parents give us just five minutes of their time to help them make an informed decision."

Child Trust Funds are designed to provide a tax efficient, long term savings vehicle for all eligible children. Each eligible newborn child (born on or after 1 September 2002) receives £250 (£500 for low income families) from the government when their parents register for Child Benefit. The Government will make a second contribution of £250 (£500 for low income families) when the child reaches seven and is considering a third in the child's teenage years. Parents, family and friends can all then add to this account up to a maximum value of £1,200 each year.

- Ends -

About The Children's Mutual - Home of the Child Trust Fund

The Children's Mutual's mission is to help parents, grandparents, family and friends fulfil their hopes for today's children. The Children's Mutual is the only UK company that specialises in long term savings for children and is now the choice of 1 in 4 parents for their child's Child Trust Fund, with more than 675,000 accounts. This expertise has led several financial institutions and family-focused high street retailers to choose The Children's Mutual as their stakeholder [Child Trust Fund](#) provider.

The Children's Mutual PR contact:

Katie Donlan
Consolidated PR
22 Endell Street
London
WC2H 9AD
020 7781 2376
www.thechildrensmutual.co.uk

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)