

The Children's Mutual Launches CTF Cashback Site To Help Families Save While They Spend



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The Children's Mutual, leading Child Trust Fund provider, has revealed that expectant parents can earn over £200 by using its new shopping portal [CTFCashback.co.uk](#) to kit out their babies' nurseries.

Child Trust Funds

Ensure your child gets a great start to adult life



Research shows that on average, British parents spend £3,383 decorating and furnishing a nursery with a further £605 spent on prams, buggies and car seats. If parents did this shopping through [CTF Cashback](#), they could be earning financial rewards of up to £215.

Free to use, the site enables online shoppers to build up cash in £10 increments which can be placed directly into a bank account or a [Child Trust Fund](#) with [The Children's Mutual](#).

The site, which offers members up to 20% cash back and lists over 1,000 retailers - many with additional voucher codes - can help parents and the wider family continue to save as the baby grows up too. By using [CTFCashback.co.uk](#) to purchase ongoing essentials such as nappies and baby wear right through to buying presents and even holidays.

Tony Anderson, Marketing Director at The Children's Mutual, said: "All parents quickly realise that buying everything they need and want for their child can be an expensive business. We created our [CTF Cashback](#) site to assist parents in getting great value for money on all their purchases, whilst being able to save towards their child's future".

Over 1,000 major retailers have already signed up to the scheme including leading brand favourites such as Mothercare, John Lewis, Kiddicare.com and Marks & Spencer. Collectively, retailers are offering www.CTFCashback.co.uk members average returns of over 5% through the site, with some offering up to 20% or lump sums of up to £85.

Tony Anderson continued, "When questioning [expectant and new parents](#) through our monthly poll, nearly 90 per cent* suggested that they would like to receive 'money back' for their nursery shopping. We have taken this one step further so, whether it's buying baby grows and nappies or school uniforms and family holidays we wanted cash-strapped parents to be earning money every time they spend online. With so many pulls on household budgets, www.CTFCashback.co.uk offers a practical way of helping families to be savvy with their money and encourage them to save towards their children's futures."

- Ends -

Notes from Gurgle.com Baby Budget April 2009 and from CTFCashback.co.uk as of 28 October 2009 editors:
* Source: The Children's Mutual Brand Tracker Wave 19

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 725,000 CTF 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.

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