

KIDS GO FREE!

insurewithease Gold Policy means kids are covered for free for half term trips

www.insurewithease.com

Leading independent travel insurance website, insurewithease is aiming to make the half term holiday budget go that little bit further with its Gold Policy. "We know that money is pretty tight at the moment" confirmed Paul Byrne, Managing Director, insurewithease. "But it's crucial that families don't cut corners on travel cover if they plan to head abroad for the half term break.

"Our Gold Policy, therefore, covers for any children in a family for free. So a family of 2 adults and all of their children under the age of 18 years old could be covered for just £93.67 for a year."

insurewithease believes that the UK's wet summer, with many staycationing, could prompt a mass exodus for half term. Indeed recent research from Teletext Holidays has seen interest in last minute holidays in September soar by 11% compared to this time last year. Of the estimated 20 million people who went on a staycation in the UK, or even skipped their annual holiday completely, because of the recession, 68% are now desperate to get away.

But insurewithease believes budgets will still be under pressure. "There's definitely a trend to find great deals on the internet", continued Paul Byrne. "But with pressure still on family income, we're worried that some may choose simply not to buy travel cover. If they do that, they could find themselves in serious difficulty if a member of their party falls ill or has an accident while abroad.

"There's not only the reassurance of knowing there are experts at the end of the phone line to help if problems occur. But there's also the peace of mind that costs will be covered. With the repatriation of someone from Spain potentially costing thousands of pounds, this could be an enormous problem for a family abroad who were actually trying to cut costs."

The insurewithease Gold Policy provides a full range of comprehensive annual multi-trip cover, including:

- Unlimited trips throughout the year (maximum 45 days)
- Cover for winter sports, golf, business and wedding cover as standard
- FREE cover for children under 18
- Excess waiver option
- 24-hour worldwide emergency and medical assistance
- Text message service providing policy number and emergency assistance details

Ends

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For further information about insurewithease travel policies or commentary from Paul Byrne please contact the Press Office at HSL:

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