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FOR IMMEDIATE RELEASE

CLEVER SQUIRREL FAVOURS FERRET FRIENDS



Launched in April 2009 to raise money for UK charities, Cleversquirrel has already delivered on its promise to unearth money for charity, pledging the first donation of £130 to the Droitwich Ferret Welfare (www.droitwichferretwelfare.co.uk). Secretary of the charity, Anne Robinson said "I am delighted with the news! Usually the ferrets do the "ferreting out" so it is amusing to find the old adage turned on its head, to find a squirrel looking after the ferrets by "ferreting out" the cash".



With Cleversquirrel, you don't give any new money to raise cash for your favourite charity. That's because millions already lie hidden. Some investment, pension and insurance policies include charges that can be claimed by an adviser to help you with your policy. If you don't have an adviser for your policy, you could be paying for something, and getting nothing in return. With permission from the policyholder, Cleversquirrel, authorised by the Financial Services Authority, claims these charges and converts them into charitable donations. You select which charity receives them, from a choice of over 30,000. All the donations are handled by Charities Trust (www.charitiestrust.org), one of the UKs largest donation agencies and a charity in its own right. The source of the ferret donation is a policy owned by Anne, on which she has no adviser looking after her. She said "it's lovely to know I'm raising money for ferrets without having to do anything".

You don't need a policy to raise money for your favourite charity. By inviting your friends to join Cleversquirrel, when unallocated adviser charges are reclaimed on their policies and converted into donations for your friends' favourite charities, your favourite charity receives a similar donation. It's a 'thank you' to you for spreading the word, giving you an opportunity to make a big difference to a good cause you care about. It's all explained at www.cleversquirrel.com.

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