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YOUNGSTERS TARGETED BY “SAFE SNOW” CAMPAIGN

Ski pro, ABTA and Go Travel Insurance join together

A new “Safe Snow” campaign is being launched this week targeting young people, after research revealed that one in five insurance claims for snowsport-related injuries last year were made by the under 25s.

The campaign is spearheaded by ABTA and Go Travel Insurance and is being fronted by Sam Wyer, an 18-year-old English Alpine Ski Team racer in the GB Development team.

The Safe Snow campaign will be officially kicked off by Wyer on Friday October 26 at the Ski and Snowboard Show at London Olympia.

Wyer commented: “Young people are more likely to give thought to the sort of goggles they’re going to buy or which bars they’re going to go to for post-piste beers than whether they’ve got adequate insurance.

“However the harsh reality of the situation is that if you have an accident on the slopes it could cost thousands without insurance. Treatment for a broken leg in the USA for example costs around £10,000, and in Europe around £4,000.”

Wyer is no stranger to injury himself, in 2005 he was forced to take a year out of training due to a serious knee injury - a ripped anterior cruciate ligament – and on top that in the same year he fractured his wrist, his ribs and a finger.

Christian Young, chief executive of Go Travel Insurance said: “It’s not just the beginners who get injured, even those who spend virtually every waking hour on the slopes like Sam, can do some

serious damage. People don't realise that skiing and snowboarding are high-risk sports, you have to take the right measures to make sure you're as safe and protected as possible."

Mike Monk, ABTA's Head of Financial Services, gave the campaign the body's full support. He commented: "Ski slopes are in the top five locations abroad where British holidaymakers get injured. You need to make absolutely sure that your travel insurance covers winter sports."

"If you have an annual policy - you may need to pay a winter sports premium - and most general travel insurance will not cover you for accidents that happen off-piste or other extreme activities such as stunts and racing. You can easily get covered for these, but you need to have that conversation with your insurance or travel provider to get the right policy for you."

But insurance not only covers you for your own accidents, Wyer explained. "Insurance is also important in case you're deemed as being liable for causing an accident on the slopes so personal liability insurance is absolutely fundamental. It's the same as with car insurance – it's not to protect just you, it's for the protection of others around you."

Go Travel Insurance's standard winter sports policy has off-piste cover and a personal liability limit of £2 million.

However it's not purely the medical element which makes a travel insurance policy essential for all skiers and snowboarders – it's also protection for their expensive equipment too.

Young said that leaving snowboards and skis unattended outside bars and restaurants on the mountain or in the resort should be avoided.

He added: "So many people do this of course and experience thefts. If the worst does happen and your equipment is stolen, it is very disappointing and causes you a lot of hassle reporting it and hiring replacements.

"Keep a watchful eye on your skis and boards at all times. It is advisable to separate your skis when left outside a restaurant or invest in a specialised retractable padlock to ensure your equipment is safe while you relax," he advised.

For full information on "Safe Snow" this winter go to www.gotravelinsurance.co.uk/ski

Go Travel Insurance offers a 14 day money back guarantee and recommends you always read the policy wording carefully to ensure the policy suits the insurers individual needs.

ENDS

Additional information:

- For more information contact Louise Prior on 07786 227572 or louise@priorpr.com
- The Safe Snow campaign launches at the Ski and Snowboard Show which runs from 24-28th October at London's Olympia. Sam Wyer and Christian Young, CEO of Go Travel Insurance will be available for photographs and interview on the afternoon of October 26 at the show. Young will be available for interview at the show on October 24 or on the phone.
- The snow sport market grew by 16% between 2000/01 and 2005/06 from 921,000 to more than 1.2 million with a market value of £737 million. Snow package holidays grew by 12% and the independent sector by 36% during that period. However, package holidays still dominate the market representing 77%. (Source ABTA)
- Even if travelling within the EU with a European Health Insurance card [which replaced the old E111 form] you may find that you have to pay a large percentage of the cost of treatments which you may have expected to be free and is therefore not a substitute for travel insurance.
- Go Travel Insurance winter sports policy information:

<u>Standard Winter Sports Cover</u>	<u>Limits</u>
Medical Expenses & Repatriation	£10 million
Personal Liability	£2 million
Personal Accident	£25,000
Legal Expenses	£25,000
Missed Departure	£3,000
Cancellation/Curtailment	£3,000
Personal Effects and Baggage	£1,500
Own Ski Equipment	£1,000
Hospital Benefit	£600

Hired Equipment	£500
Ski Pack	£300
Loss of Ski Pass	£300
Piste Closure	£300

Plus many more benefits...

- Cover includes off piste skiing and boarding providing that the resort management have not issued any off piste or avalanche warnings. As a specialist insurer Go Travel Insurance also has cover for racers, professional skiers/boarders, instructors and coaches.
- Winter sports single trip Europe for 8 days £22.95*
- Annual multi trip including winter sports cover Worldwide £49.95*

(*Internet prices based on 1 person. Discounts for couples, families and groups are available on the phone.)

Editors Notes:

- Go Travel Insurance is a division of Drakefield Insurance Services Limited. Drakefield, an AA group company is an experienced operator of established travel insurance websites and is authorised and regulated by the Financial Services Authority.
- Go Travel Insurance offers a truly end to end service, with claims, call centre and medical screening, all handled in-house in the UK, giving a customer-focused and professional service every time.
- The Go Travel Insurance website has been operating since 2000 providing instant quotes with quick, easy and secure online buying **www.gotravelinsurance.co.uk**
- Go Travel Insurance is committed to customer service, always ensuring that the customer is delivered a quality product at a competitive cost:
- Drakefield is an AA Group company and works with the following organisations:
 - Financial Services Authority
 - Financial Services Compensation Scheme
 - British Insurance Broker Association (BIBA No. 005340)
 - Association of British Travel Agents (associate member)
 - Institute of Travel and Tourism

- Association of Travel Insurance Intermediaries
- Foreign and Commonwealth Office 'Know Before You Go' campaign