

## **Savvy UK Family goes back to basics to win national competition**

### **Nectar rewards Mills Family for 'Good Life' values**

**15<sup>th</sup> September 2011:** Savvy British Families are turning to traditional household skills such as home cooking, growing vegetables and sewing to keep household costs to a minimum through tough economic times, according to results from the Nectar Savvy Family Competition 2011.

Eight families spent their summer months blogging their money saving and spending tips via [nectar.com/savvy2011](http://nectar.com/savvy2011) for the chance to be crowned the UK's Savviest Family 2011.

Nectar awarded The Mills Family from Bridgwater, Somerset the overall prize for utilising skills handed down to them by older generations as well as more contemporary routes of cost cutting found online. Tips and advice on how The Mills made their money work harder included:

- ✓ Use bleach and lemon juice for everyday household chores
- ✓ Shop on a Tuesday as stores start promotions on this day to boost midweek sales
- ✓ Use the internet for demonstrations on how to solve household issues.
- ✓ Create vegetable window boxes
- ✓ Visit [planetgreen.co.uk](http://planetgreen.co.uk) to learn how to re-use rain water in the home and garden
- ✓ Join a community freecycle group
- ✓ Visit factory outlets such as Clarks to get the best deals for kids essentials
- ✓ Upcycle old denim by sewing them into shorts and  $\frac{3}{4}$  length trousers
- ✓ Say NO to 0870, write letters and use email instead of making phone calls

Jasmine Birtles, Nectar Savvy Family competition judge and founder of Moneymagpie.com says: "The creativity and resourcefulness of all the families in the competition is inspiring and the blog entries demonstrated how simple it can be to make your household budget stretch further without compromising on the important things in life. We may be over a decade into the 21<sup>st</sup> century, but these families have shown that if you want to keep your costs down, the old methods are still the best."

James Frost, Marketing Director, Nectar added: "This competition shows that saving money doesn't have to be a chore. It can be fun and rewarding, especially if each member of the family is involved. As shown by one couple who saved on gym membership by exercising with their kids in the park or the family that approached their local greengrocers for unwanted vegetable scraps to use as pet food for their rabbits. It's encouraging to see that tightening your purse strings doesn't necessarily mean comprising on the quality of family life."

To view each families' blogs and pick up useful tips, websites and information on how to make your budget work harder, visit [www.nectar.com/savvy2011](http://www.nectar.com/savvy2011).

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### **About Nectar**

Nectar, the United Kingdom's leading coalition loyalty programme, is owned by Groupe Aeroplan Inc., a global leader in loyalty management.

Over 18 million collectors earn Nectar points when shopping for groceries, doing DIY, booking a holiday, paying household bills, buying petrol and even getting their car

serviced. Collectors also earn Nectar points every time they shop online via nectar.com at over 500 leading online retailers.

Since Nectar's launch in 2002, over £1.5 billion of rewards have been redeemed by its collectors. Rewards include money off shopping, travel and general merchandise.

For more information about Nectar, please visit: [www.nectar.com](http://www.nectar.com)