Hundreds of £10 Origami 'Dogs' Let Loose in London for People to Find

Friday 27 March, 2015

RELEASE THE POUNDS
– Brits overspending on life insurance by £109 a year –
– £10 origami 'dogs' released to put money back in people's pockets –

Hundreds of origami dogs made with £10 notes were let loose on the streets of London this week – only to be rescued by lucky passers-by pocketing the free money.

A team of experts spent over 125 hours folding 500 paper canines, which were then randomly distributed across the capital by online life insurance provider Beagle Street. The company aims to put money back into people's pockets with cheaper life insurance policies.

The stunt follows research that reveals the average person overpays on their life insurance premium by £109 a year – totaling £3,270 over a 30-year term. 87 per cent of people are put off getting life insurance because they perceive it to be too expensive and 76 per cent believe providers are not transparent with their offerings.

Premiums for life insurance can vary according to the provider with customers paying up to 67 per cent more than others, but receiving very similar cover. A 30-year-old, non-smoker with 30-year level term life insurance worth £100,000 can pay between £9.23 and £5.35 per month depending on the provider.

Matthew Gledhill, managing director of Beagle Street, comments:
"Hopefully our £10 note Beagles will put a smile on people's faces and pounds back into their pockets. The life insurance industry has been slow to adapt to the online revolution, but just as companies have used the Internet to slash the cost of services from air travel to accommodation, Beagle Street is using technology to remove unnecessary costs from life insurance. We've eliminated middlemen, medicals and meetings for example, which has meant passing on savings to customers who pay 30 per cent cheaper premiums on average."

Five hundred £10 origami Beagle dogs have been let loose in London for lucky passers-by to find with the stunt to be repeated in other UK cities in the following weeks. See first reactions from London here http://youtu.be/HXpHXNvEjiY

For more information visit: www.facebook.com/BeagleStreet.

– Ends –

For more information, images and video content please contact the Beagle Street press office at The Academy on 020 3092 9781 / 07850 508 412 or beaglestreet@theacademy-pr.com.

NOTES TO EDITORS

ABOUT BEAGLE STREET
Beagle Street is an online life insurance company for people who want cover, but find the traditional buying process confusing, intimidating and expensive. Its purpose is help its customers get on and enjoy life knowing their family is covered if they die. Its service is simple, friendly and affordable.

Beagle Street is backed by Scottish Friendly Assurance Society, which had a 99.9 per cent pay out rate in 2013.

Website: www.beaglestreet.com
Facebook: www.facebook.com/BeagleStreet
Twitter: www.twitter.com/BeagleStreet

ABOUT THE RESEARCH
The overpayment research is sourced from figures released by independent financial comparison service Moneyfacts.co.uk. A full breakdown on average life insurance premiums compared to Beagle Street is available on request.

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5,000 adults were questioned on their perception of life insurance by independent research company One Poll.

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