



The Market Research Benevolent Association

Press Information

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For immediate release

MRBA launches a new 'Become a Friend' membership drive to meet increased calls for financial help

London – Insight Show – Stand D150 - June 30, 2009.... The Market Research Benevolent Association (MRBA), the research industry's independent, registered charity is launching its 'Become a Friend' campaign to increase the number of regular donors to the association. This will enable it to help more people from the industry and their immediate families experiencing financial hardship.

"As the current economic climate continues to bite, the number of people coming to us for help has almost doubled in the past six months," explains Ian Brace, MRBA Chairman. "Most of them need some form of grant or loan to tide them over an unexpected illness, accident, redundancy or sudden death of a 'loved' one.

"For over the past 30 years the MRBA has been very fortunate to have received one-off-donations as well as regular contributions from loyal, individual as well as Life-time Members. As our membership has remained stable for the past few years, while the number of people needing our help has increased, there is a clear need to revitalise and increase our membership base.

Membership in MRS or MRBA is not a requirement

"We know that some applicants are reluctant to seek our help because they think they must be current or past members of the Market Research Society (MRS) or the MRBA --which they do not. The MRBA is totally independent and as a result, we have decided to change the name of our supporters from 'Members' to 'Friends'."

The cost of 'friendship' is just over £2 a month

Anyone can join the MRBA. "We have deliberately kept the annual rate low", explains Brace. "The suggested minimum yearly donation is £25 by direct debit which, when amortised over the year, is just over £2 a month. For those who find this too much, we're more than happy to accept smaller one-off donations as well. In addition, we will continue to encourage 'Friends' to become Life-time Friends for a donation of £250 or more.



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All 'Friends' receive an invitation to attend and vote at our Annual General Meeting in September, as well as receive a copy of *Helping Hand*, our bi-annual newsletter that updates them on our activities and current caseload. "

Note to Editors:

The Market Research Benevolent Association (MRBA)

The MRBA provides financial help, advice and support to people who are working or have worked within the market research industry regardless of their title, level or role. Since 1977, it has helped hundreds of people and their dependents experiencing financial difficulties due to illness, injury, bereavement or other personal problems get their lives back on track.

Over the past 30 years, the MRBA has assisted interviewers, supervisors, field managers; as well as, office-based support staff, researchers, managers, directors, and consultants. For more information about the association please ring 0845 652 0303 or contact the MRBA by email at marketresearchba@yahoo.co.uk

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