

# JOE SWASH BANKRUPTCY HIGHLIGHTS

## INCREASING CONCERN OVER CONSUMER DEBT

**13<sup>th</sup> November 2009** – The recent news that former *EastEnders* star and winner of last year's series of ITV's *I'm a Celebrity...Get Me Out of Here* has filed for bankruptcy highlights the growing number of people who are failing to cope with personal debt and are turning to extreme measures to relieve the burden. And it helps explain the reason for the record surge in telemarketing calls from loan and debt management companies to UK consumers, according to Call Prevention Registry.

The UK's leading anti-nuisance calls service, Call Prevention Registry (CPR), is an organisation which puts a stop to all unsolicited telemarketing calls made to consumers registered on its service. Since October the company has experienced a surge in the number of new customers turning to CPR to prevent any more calls being made to their homes, with calls from loan and debt management companies being the main source of nuisance.

"The significant rise in the volume of calls received by UK consumers is indicative of the testing economic conditions in which we find ourselves," said Paul MacKenzie-Cummins, head of public relations for the Call Prevention Registry.

"Unsolicited telephone calls from personal finance companies are at unprecedented levels and reflect recent predictions made by a number of insolvency experts who warn that the number of people being declared insolvent will break all records and exceed 130,000 by the end of 2009," said Mr MacKenzie-Cummins.

A recent survey conducted by Call Prevention Registry found that 28% of the 1.5 billion unsolicited and nuisance telephone calls made to British households are from loan and debt management companies, compared to just 5% in 2008.

"Consumers are being bombarded by calls from sales people who are promising to 'get them through' the festive period and offering high interest personal loans as an alternative to filing for bankruptcy.

"As many families seek to strike a balance between income and expenditure a personal loan is often seen as the solution to their financial woes. And with Christmas fast-approaching, we expect the volume of calls from loan and debt management companies to continue rising throughout the festive period and beyond," he added.

Call Prevention Registry has the highest success rate in blocking unwanted sales calls than any other service provider in the UK, with around 95% of all nuisance calls stopped permanently. By comparison, the Telephone Preference Service has a 54% success rate which has led to an increase in the number of new customers registering with the Call Prevention Registry.

Customers can subscribe to the Call Prevention Registry service for just £35.75 by visiting [www.callpreventionregistry.co.uk](http://www.callpreventionregistry.co.uk) or calling 0800 652 7780.

**ENDS**

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**Call Prevention Registry:**

The Call Prevention Registry (UK) Ltd was established in 2005 and has since become the UK's market leading service provider in stopping nuisance calls. Call Prevention Registry is totally independent from any marketing or telephone sales agencies and are entirely funded by our members. This ensures our impartiality and guarantees our obligation to uphold our customer's requests for protection from unwanted nuisance calls.

The Call Prevention Registry is the only organisation with the capacity to block unwanted calls from telemarketing companies based in the UK and overseas.

The UK's regulators (Ofcom and Telephone Preference Service) do not have the resources to follow-up individual complaints – even if a consumer can prove that a certain company has broken the law. Call Prevention Registry has the UK's largest dedicated customer care team which acts promptly on behalf of its customer's to protect their right for privacy.

The company is expected to expand its operation into the Republic of Ireland by December 2009.

The Call Prevention Registry supplies more than 1,500 data houses around the world with our do-not-call lists free of charge, whilst the Telephone Preference Service will charge each company for their lists.