

# 8th January 2016



## NS&I partners with Share Radio's 'This Is Money' show

Share Radio is delighted to welcome NS&I as commercial partner for its weekly 'This Is Money' show hosted by Georgie Frost and Simon Lambert, Editor of This Is Money. The show is broadcast live each Friday morning at 11am.

NS&I (National Savings and Investments) has been looking after the nation's savings for over 150 years, and is one of the largest savings organisations in the UK, with over 25 million customers and more than £123 billion invested. Best known for Premium Bonds, NS&I also offer a range of other savings products, all with 100% security, backed by HM Treasury.

Share Radio, which focuses on money and investment, currently broadcasts on London Digital and is accessible online and by app. Welcoming the NS&I partnership, Managing Director Gavin Oldham said: "we are delighted to be working with NS&I to create the very popular 'This Is Money' show each week, which also attracts the largest number of podcast downloads across the Share Radio schedule."

**Jill Waters, NS&I Retail Director said:** "NS&I are excited to partner Share Radio and work with 'This is Money' experts to analyse the top savings stories of the day. As one of Britain's best known savings' providers we're delighted about coming on board to work on this popular weekly show and look forward to sharing broadcasts with savers all over the country."

**Simon Lambert, editor of This is Money, said:** "Our show and podcast with Share Radio has allowed us to bring This is Money to life for readers and listeners - explaining the money news that matters to them each week. We tackle everything from the serious stuff, to the entertaining side of business, personal finance and consumer news and are delighted to be working with NS&I."

### Website addresses:

[www.nsandi.com](http://www.nsandi.com)

[www.thisismoney.co.uk](http://www.thisismoney.co.uk)

[www.shareradio.co.uk](http://www.shareradio.co.uk)

<https://audioboom.com/boos/3971185-from-the-fed-to-a-festive-taste-test-this-week-the-thisismoney-team-gecfrost-covered-it-all?t=0>

<https://itunes.apple.com/gb/app/share-radio/id932789833?mt=8#>

You can also subscribe to the 'This Is Money' show podcast from iTunes

**ENDS**

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## Notes to Editors

### About Share Radio

Share Radio is the UK's first radio station dedicated to providing information on money and investment matters for people across the United Kingdom. Share Radio is a talk-based station aimed at a broad audience, everyone from consumers looking for the best deals and information through to City professionals. The station aims to demystify finance by entertaining and educating its listeners. Regular programmes include Morning Money, Investment Perspectives, Consuming Issues and The Evening Show. The station is the home to presenters and journalists including award-winning Broadcast Journalist of the Year' Sarah Pennells and consumer champion Georgie Frost, This is Money's Simon Lambert and Senior Analyst Ed Bowsher, who was recently shortlisted in the Financial Broadcast Journalist of the Year category at the 2015 Headlinemoney Media Awards. Share Radio was also nominated in the 2015 Arqiva Commercial Radio Awards for Innovation of the Year.

Share Radio is partnering with The Open University Business School (OUBS) to host the exclusive radio broadcast audio version of the successful financial education course *Managing My Money*. The partnership forms a key part of Share Radio's vision to help people become more confident in handling money.

Share Radio broadcasts 24 hours a day, seven days a week and is available on Greater London DAB and on broadband at [www.shareradio.co.uk](http://www.shareradio.co.uk). It will be going national from March 2016. Listeners can also download the Share Radio App from the Apple and Android App stores or listen in to Radioplayer and TuneIn radio player Apps.