



## **SALTMARSH PARTNERSHIP APPOINTED BY STAYSURE**

**January 6, 2012:** The Saltmarsh Partnership has been appointed by over-50s specialist insurer Staysure.co.uk to handle its PR brief in the UK market. The win comes just one week after the company picked up the PR brief for Air France in the UK and Ireland.

The London-based agency won the account following a formal tender process.

Staysure offers a wide product range, with key areas being travel and health and life insurance for the over 50s. One of the unique features of its travel policies is that free cover is provided for 220 pre-existing medical conditions, providing great value and potentially adding to the savings travellers can make over other companies' policies.

The Saltmarsh Partnership's brief includes supporting the company's TV advertising debut later this month, as well as the promotion of the new look website. Saltmarsh will also be looking to place Staysure representatives as spokespeople on a wide range of issues affecting the over-50s market.

The Saltmarsh Partnership's account team includes MD Geoff Saltmarsh, alongside director Rebecca Genin, senior account manager Jenny Groutage, senior account executive Amelia Astley Birtwistle and senior account executive Sarah Heavens.

The Saltmarsh Partnership takes over the account from Lucre.

For further press information, please contact:

**Geoff Saltmarsh or Jenny Groutage**

**Tel:** 020 7928 1600 **Fax:** 020 7928 1700

**E-mail:** [geoff@saltmarshpr.co.uk](mailto:geoff@saltmarshpr.co.uk) / [jenny@saltmarshpr.co.uk](mailto:jenny@saltmarshpr.co.uk)

The Saltmarsh Partnership, 25d Copperfield Street, London SE1 0EN