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**CASE STUDIES 2025**

**Case studies for Park Christmas Savings**

Note: I have a bank of case studies and can accommodate regions, age-groups, employment status etc. just let  me know if you have a specific type of case study needed for a story and for a credit I am happy to assist. Thanks, Collette

Email me at [info@collettewalshmedia.com](mailto:info@collettewalshmedia.com) or call 07890397153 for any assistance :-)

**Case studies**: I've a great selection of customer and agent case studies from across the UK.

Examples: the women who have Christmas and saving sensibly wrapped!

1) Mum-of-11 (aged 42) who has been a Park customer for 10 years and is a meticulous savings pro (she can't afford not to be!). From crock pot dinners, recycling toys/bikes, a tuck shop side hustle, to holidaying in a camper van, she's an inspiration.

2) Mrs Christmas - mum-of-four (age 37) who is key carer for her double-amputee disabled son. She is a real life wonder-woman and runs a brilliant side hustle as a Park, award-winning super agent. Last year she helped over 40 families budget for Christmas in a manageable and affordable way.

3) This Welsh super-saver (aged 60s) is not just the local 'Mother Christmas' in her small rural community; she's a life-line for them and for 40 years has worked as a Park 'angel' agent and all-round agony aunt to those in need of help and support.

4) Sassy young saver - beautician L (age 23) is more than a pretty face - she joined the Park club to makes friends and keep a handle on her spending. Keen to avoid getting herself into trouble with scary credit card interest rates and debt, she joined Park using the very popular Free £10 'Refer a Friend' code and made £300 in a week to enjoy in gift cards.

5) Savings Superwoman K (age 41). Her budgeting prowess, hacks, tips and organisational prowess means she has Christmas 2025 wrapped already! This unstoppable mum-of-two and part-time admin worker has been with Park for 12 years and runs the most successful Park agency account in the UK - with a savings pot of over £90,000 among her customers - watch out Alan Sugar!

Ends

**GUIDE TO PARK CHRISTMAS SAVINGS FOR MEDIA:**

**What is Park Christmas Savings?**

Park was founded in 1967 and is the UK’s largest and most trusted festive savings scheme where customers spread the cost of Christmas by popping an affordable amount aside each month into a Park ‘savings 'pot’. By the end of the year they’ve paid for Christmas or at least a good chunk of it – stress free.

Customers get their money back in their choice of gift vouchers or gift cards to spend at hundreds of top stores and online – from Argos, Primark, Sainsburys to M&S. They can even book a family day trip to the likes of Alton Towers or Thorpe Park, or a holiday.

**Peace of mind – ALL money is safe**

Park is regulated and a member of the Christmas Prepayment Association (CPA) with a strict code of conduct. Over 3 million UK families have confidently saved with them to spread the cost of Christmas.

Park is owned by the PayPoint Group Plc. All customers’ money is 100 per cent safe with all savings held in an independent trust - offering added security and absolutely no chance of ever losing a penny saved.

***How Park works short video*:**[**https://youtu.be/KUhKvR1ZgXk?si=tHIuY\_TnwxPmwjyK**](https://youtu.be/KUhKvR1ZgXk?si=tHIuY_TnwxPmwjyK)

**Ends**

**NOTES TO EDITORS**

 For more information, images or interviews, please contact Collette Walsh at CW Media UK – [info@collettewalshmedia.com](mailto:info@collettewalshmedia.com)

Tel. 07890397153

**About Park Christmas Savings**

Park Christmas Savings – part of the PayPoint Group PLC – is the UK’s biggest Christmas savings club, helping over 350,000 families manage the cost of Christmas since 1967. With its early bird approach to saving, Park Christmas Savings helps customers make their Christmas more affordable by offering a huge range of gift cards and vouchers from some of the biggest high street names.