



**17 June 2009**

## **GRiD RE-LAUNCHES WEBSITE AS PART OF PROFILE RAISING CAMPAIGN**

GRiD, the trade organisation for Group Risk products, has announced a major re-launch of its website as part of its campaign to raise the profile of Group Risk benefits amongst both employers and end users.

The new website can be found at [www.grouprisk.org.uk](http://www.grouprisk.org.uk)

The refreshed website features descriptions of all products under the Group Risk umbrella, along with contact details for GRiD members and a media centre containing details for GRiD's new spokesperson, Katharine Moxham, as well as an archive of press releases and media commentary.

Featuring improved navigation and increased functionality to enhance user experience and encourage repeat visits, the website is seen as an ongoing commitment with further developments planned for later in the year following consultation with GRiD membership in July to determine next steps.

The relaunch is part of GRiD's drive to reach out to industry and Government in a more proactive fashion. An overhaul of PR activity and a boost to the organisation's stakeholder communications programme is also underway as part of the initiative.

Commenting on the new website, Katharine Moxham, GRiD spokesperson, said: "As an important "shop window" for GRiD and the group risk business, refreshing the outdated website was one of the most obvious places to start building our profile. GRiD's web presence now accurately reflects the industry and is an important first port of call for potential members, media and consumers who want to find out more about Group Risk."

Group Risk encompasses three company sponsored employee benefits: Group Life Insurance, Group Income Protection and Critical Illness cover. Group Risk benefits are often (but not always) fully insured.

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For more information, please contact

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**About GRiD:**

Founded in 1998, GRiD encourages awareness and uptake of corporate group protection benefits – income protection, group life insurance and critical illness cover – on behalf of its members which include insurers, reinsurers and intermediary businesses.

Under the chairmanship of David Cross, Managing Consultant, Watson Wyatt, GRiD aims to enhance the industry's profile among media and stakeholder groups. The Group provides a collective voice to Government and participates in industry wide initiatives such as the qualification in Group Risk launched jointly with the Chartered Insurance Institute. In addition, in May 2009, the Group appointed its first dedicated spokesperson, Katharine Moxham, formerly Consulting Director, Health & Risk at Jardine Lloyd Thompson to provide expert media comment on a full range of group risk issues.