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GRiD LAUNCHES MEDIA OFFENSIVE

- **GRiD plans greater presence in marketplace**
- **Dedicated spokesperson provides united voice for trade body**

GRiD, the trade organisation for Group Risk Development, has appointed Katharine Moxham as its first ever spokesperson, charged with promoting group risk benefits amongst employers and employees.

Katharine's appointment comes on the back of the organisation's first retained PR agency, Teamspirit Public Relations, as the body tries to raise the profile of the suite of benefits that fall within the umbrella of group risk: critical illness cover, group income protection and group life assurance.

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.

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 will appoint 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.

Katharine Moxham –Spokesperson for GRiD:

Katharine joins GRiD on 18 May after a distinguished career spanning 25 years where she built a profile as a pioneering force in the evolution of UK group risk and healthcare practice working for Towers Perrin, Aon Consulting and, most recently, JLT Benefit Solutions where she was consulting director of the health & risk practice. This broadbased industry expertise makes Katharine ideally placed for her role as industry commentator on issues affecting the group risk market.

Specialist Areas

- Group risk and healthcare consulting
- Absence management in the workplace
- Well-being initiatives in the workplace
- Strategic corporate benefits advice

- Ends -

If you have any queries or need any information on GRiD please contact:

Ursula Delaney or James Terry

GRiD Press Office
Teamspirit Public Relations
78 Cowcross Street
London EC1M 6HE
T: 020 7360 7878
GRiD@teamspiritpr.com