



Press Release

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Debt charity says anonymity is key to popularity of online counselling

Leading debt charity Consumer Credit Counselling Service (CCCS) says it believes that anonymity is the driving factor behind the growing popularity of its online debt counselling. *CCCS Debt Remedy*, the charity's online debt counselling tool, had 86,444 unique users in the first three months of 2010, which is over half the total number of users for the whole of 2009. Last year, 152,872 people used it for help with their debts, almost two-thirds more than in 2008.

CCCS says that the accessibility of *CCCS Debt Remedy*, which is available online at any time, is another major factor in its popularity. However, the charity believes that is its anonymity, which allows people to complete a full debt counselling session without having to identify themselves, is key to its growing popularity as it helps those who might be unwilling to seek debt advice on the telephone or face to face.

CCCS says that it is not unusual for people to delay seeking help with their debt problems because of feelings of shame or embarrassment. This can have serious implications for debtors as the longer they wait to seek help, the less can be done to help them.

Paula Searle, head of E-Services at CCCS says: "Debt is an emotive issue and can lead to feelings of shame and embarrassment which often hinder people from seeking help. That is why it is so important to provide online counselling as it can help people in these situations deal with their debt problem sooner rather than later."

CCCS Debt Remedy is available anytime online at www.cccs.co.uk and the CCCS

helpline is open 8am to 8pm, Monday to Friday, on 0800 138 1111. There is no charge for any of its services.

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Notes to editors:

1. The CCCS free phone helpline 0800 138 1111 is open 8am to 8pm, Monday to Friday.
2. CCCS's ethos is to help the "can't pays", not the "won't pays", and does not condone debt avoidance. CCCS always aims to help its clients pay back what they owe, in a realistic timescale and manner that is suited to each individual's situation.
3. CCCS is self-funding. Lenders share with the charity the benefit they receive from its operation, making a donation from the money repaid to them. This allows CCCS to retain its independence and ensure that its advice is always in the best interest of the client. CCCS aims to separate the "can't pays" from the "won't pays".

Media enquiries:

All media enquiries should be directed to:

Frances Walker - francesw@cccs.co.uk

Una Farrell - unaf@cccs.co.uk

Tom Howard - tomh@cccs.co.uk

Tel: 0207 391 4583 (Out of office: 07985 250 162 or 07507 880 478)