
THE BEDROOM BILLIONS

Your child's Christmas presents could cost you a fortune in insurance

Now I'm sure that there are many of you listening to this who remember the childhood experience of being sent to your room without dinner if you were naughty.

But it seems that these days, being banished to your room is no longer a punishment. In fact, it could be more of a reward!

New research by *Lloyds TSB Insurance* reveals that kids' bedrooms are crammed with expensive toys and technology worth a whopping £25.4 billion.

The survey into children's toys and technology found the average kid's bedroom, kitted out with Nintendos and Playstations, is now worth a piggybank busting £1,720, up seven per cent from last year.

And that figure is set to rise further as we approach Christmas with 90 per cent of parents saying they intend to splash out up to £500 on their children's presents.

But despite the high price tag of kids' bedrooms, parents were unsure whether they were suitably insured. One quarter of those questioned had never calculated the total value of their home contents, while 58 per cent had not checked that their policy extended to cover the value of Christmas presents.

On *Colourful Radio* next Monday (17th September), the Morning Show's Amina Taylor talks to Jonathan Wadd from Lloyds TSB Insurance and asks why parents are unaware of the need to insure their children's toys.

Jonathan will reveal which toys and games are the most expensive to insure and will also share some of the best ways to insure these expensive toys as well as where to get some great deals.

The interview will be broadcast on Monday September 17 at 11.15am and can be heard on www.colourfulradio.com and Sky channel 0194.

For further information, please e-mail vicm@colourfulradio.com
