

# UK Industry First: No Helmet, No Insurance!

Submitted by: Essential Travel

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Essential Travel Announce Helmet Wearing Mandatory for Wintersport Insurance Cover

Research by travel insurance specialist, Essential Travel, has revealed that 77% of skiers/snowboarders are now wearing helmets when they hit the slopes - a 15% increase since 2010 when the "Use Your Head" campaign was launched. The poll also confirmed that of these, 73% felt that they should be rewarded for decision to protect themselves by paying lower travel insurance premiums.

As a result, from November 1st it is mandatory to wear a helmet in order to benefit from the protection offered on all Essential Travel's Winter sports Insurance policies - skiers who do not wear a helmet will risk invalidating their policy.

Essential Travel's Stuart Bensusan comments: "Whilst it is true that a helmet does not reduce all sports injury, it seriously reduces the risk of potentially fatal injuries. That alone warrants making wearing helmets compulsory, and we choose to completely support safety conscious skiers by rewarding them with reduced premiums and bonus discounts."

By making ski helmets mandatory for insurance cover, Essential Travel are able to offer:

15% discount on Essential Travel Winter sports insurance premiums

Discounts with Neilson Holidays (up to 25%), Ellis Brigham (10%), Tail-Wags (10%) and Facewest (10%)

In addition, Essential Travel are also donating £1 for each policy bought to the brain injury charity Headway.

To find out more the "Use Your Head" campaign visit Use Your Head

(<http://www.essentialtravel.co.uk/travelinsurance/use-your-head/index.asp>)

To reward you for your decision to ski safely, we've partnered with the likes of Neilson, Ellis Brigham & Facewest to help make safe skiing affordable

ENDS

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Editors notes:

To find out more about why helmet wearing makes sense visit : Use Your Head (<http://www.essentialtravel.co.uk/travelinsurance/use-your-head/index.asp>) for:

First person comments on ski safety from British Pros including Jenny Jones

Interviews with freestyle ski coach Marco Eydallin and ski injury expert Dr Mike Langran

Interview with the facts about helmet use

About Essential Travel

Essential Travel is one of the UK's leading online travel insurance providers. Since 2002, we've protected over 5 million holidaymakers with fully-comprehensive, travel insurance, as well as providing priority access to the most sought after car parks, hotels and lounges at all major UK airports. Essential Travel is now part of Thomas Cook UK & Ireland. For further information visit Essential Travel (<http://www.essentialtravel.co.uk/>) or call 0845 803 5434.

Mark Brigham, Ellis Brigham comments:

"Ellis Brigham are delighted to be involved with the Use Your Head campaign. Helmets have become the norm on skiers large and small in recent years; they are now lighter, better ventilated and much more comfortable and we encourage their use."

Paul Deadman, Brand Manager, Neilson Ski comments:

"At Neilson Holidays we take safety on the slopes seriously, which is why we wholeheartedly support the Use Your Head campaign, particularly for kids. We include helmet hire in the price of children's equipment rental in virtually all of our resorts, so there's no excuse for them not to wear one. And when they see heroes like Seth Morrison and Shaun White wearing them, you'll be hard pushed for them to take the thing off! Ruin your hairstyle, not your holiday!"

Karyn Climans, Tail-Wags helmet covers comments:

"Wearing a safety helmet while skiing, biking, skating and tobogganing is as important as wearing a safety belt while driving. Even if you're an experienced skier or cyclist, it only takes 30 seconds of distraction or some other careless person on the slopes to cause serious injury. Please "Play It Safe" and wear your safety helmet!"

Peter McCabe, Chief Executive of Headway, comments:

"Over the past few years, the number of skiers and snowboarders wearing helmets would appear to have risen. However, it's vital that we continue to raise awareness among winter sports fans of just how easy it is to sustain a serious injury on the slopes.

"There is a general misconception that only a major impact will lead to death or disability from a head injury. However, the truth of the matter is that sometimes even minor bangs to the head can have serious consequences.

"With this in mind, we urge all skiers and snowboarders to use their heads and wear a helmet this season. Doing so might just save you from sustaining a lifelong disability."

Jenny Jones, Pro Snowboarder, 3x X-Games Gold Medallist & Team GB Member comments:

"I'd definitely say wear a helmet, I really would, especially if you're going to go in the park or going to ride jumps. I've hit my head a lot of times, had a few concussions, definitely had a helmet with a crack in it and had to replace it. I've seen friends who have had head injuries and their helmets have definitely saved them."

Paul Jackson, Essential Travel Customer comments:

"Skiing down a red run in Courchevel last year, a friend of mine caught an edge and went head first into the slope - he hit the ground so hard I heard the impact from 100 feet away. When we got to him he was

sitting up, admittedly looking a little groggy but suffered no damage or concussion - his helmet however had physically cracked! It did its job - 10 minutes later he was on his feet and we skied him slowly off the mountain. Judging by the way the helmet cracked if he wasn't wearing one, I don't think he would be skiing with us this year! BE SAFE - WEAR A HELMET!"

John Hill Editor of the Good Ski Guide & others comments:

"We have been campaigning for ten years for this and said in 2003 that one day helmets will be regarded like car seatbelts. All of our staff sign a declaration that their insurance is invalid if they do not wear a helmet."