

31st of March – World Back Up Day – Save Your Memryz

Submitted by: Memryz

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Celebrated on the 31st of March, the second annual World Backup Day, is a tongue in cheek holiday the day before April fools to remind the world of what many people forget to do. It is the brainchild of US, Ohio's Youngstown State biology student Ismail Jadun. He saw and was concerned by the gaping hole in awareness regarding the need to back files up.

A recent study by research firm Gartner found that the average storage per household will grow to 3.3 terabytes in 2016. This is a vast amount of data which could get lost, damaged or even stolen.

Jeremy Kaj, Founder of <http://www.memryz.com>, a Cloud based back up service and data conversion site launching on World Back Up Day, highlights the potential issues. "Calling it data is distancing ourselves from what this information actually is; our most precious memories, from photos of our children, wedding videos, school projects, the kind of things which are irreplaceable. How often do you backup your data? Many of us would know the answer to the question –Not often enough. People need to utilize the Cloud to store their memories, so that if the worst happens, they can access it easily".

On this day to remind computers users to backup their digital lives, something which even the most paranoid person may overlook, is the need to backup their non digital lives too. A recent survey of 2,500 internet users conducted by <http://www.memryz.com> in partnership with Google found:

64.7% of respondents stated that they had printed photos and videos, that if lost or damaged, could prove irreplaceable with just over a only 35.3% said that they didn't have any.

Jeremy Kaj commented, "World Backup day shouldn't just get people thinking about backing up their computers; there is most likely a box somewhere in each of our homes of old printed photos and videos, which are equally if not more fragile and need backing up too."

Measuring the success of World Backup Day is no easy task, ultimately there will be winners and losers in the world of backup, on April 1st there may also be some fools too.

About Memryz:

Memryz, is a NEW UK based Cloud Backup & Digital Conversion Service launching on World Backup Day 31st of March 2013.

World Backup Day (<http://www.memryz.com>)

For PR enquiries please contact:

James Aberley
SO Marketing Ltd
E: james@somarketing.com
T: 01538 750 538