

One in ten men have missed the birth of their OWN child

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NEWS RELEASE

More than one in ten British men have missed the birth of their OWN child, according to a new study.

Researchers took an in depth look into life's golden moments for Britons - with 12 percent of men admitting to letting the side down by not making it in time to see their child being born.

Almost three in ten (27 percent) have missed an important family wedding, 11 percent of parents said they didn't take any photos of their youngster's first day at school and a further 10 percent missed watching their child win a medal at a sporting event.

Other life events we've not turned up to include parent's evenings (12 percent), while a further 10 percent couldn't make it to their best friend's stag or hen do, the poll by PhotoBox, who have released 100 gold tickets to customers to celebrate the launch of Photobox Gold, found.

Busy lives and hectic work schedules were the most common reasons why Brits simply weren't around for golden moments in their families lives.

But 14 percent have missed moments because it was not logistically possible to get there and 13 percent couldn't afford the travel expenses of getting to far flung family gatherings and important events.

A disorganised six percent of those polled missed a vital occasion because they turned up on the wrong date and another six percent misunderstood when and where they had to be.

Of the 1,500 adults polled nearly two thirds (63 percent) said they had fallen out with family or friends over their inability to make an important event.

A spokesperson for www.photobox.co.uk , said: "The research shows how Brits want to be there for the golden moments but everyday life gets in the way.

"Missing milestones like weddings and birthdays can be upsetting, but there's no excuse nowadays not to capture the event on camera with smartphones so readily available."

Christenings, hospital appointments and interviews were also among the important events Brits have missed and 32 percent bitterly regret missing important events.

More than half say they do feel remorseful about missing important events but said it couldn't be helped at the time.

But 14 percent are still not talking to certain relatives because of the fact they didn't turn up to an important family day.

Nine in ten of those who took part in the study say that as they have got older they understand the

importance of attending family celebrations more and will always try to make an effort to be there.

But the poll found the average adult is still missing two events a year due to work commitments.

A blasé 23 percent said it's not as much of a big deal if you miss any celebrations as you get to see all the photos of social media anyway.

The study by www.photobox.co.uk showed that on average the typical adult takes 20 photos at the typical party.

*About Photobox Gold

Photobox is celebrating the launch of Photobox Gold by giving away 100 gold tickets worth £50 in free credit to customers across November and December.

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