



Cash-strapped Brits are ditching getting hitched

- Cost of the big day forces delay -

A third of engaged British couples (35%) are being forced to get married on the cheap and one in ten (10%) are scrapping their wedding plans altogether as the credit crunch takes its toll on tradition, according to new research*.

The study, by leading classifieds website Gumtree.com, shows that fears over funds are forcing nearly half (43%) of engaged couples to cap their wedding budget at £5,000, just a quarter of the average cost of a UK wedding in 2007**.

When not forcing couples to ditch wedding plans altogether, money pressures are making people reassess what they really want from their big day. While honeymoons and wedding dresses topped the poll of most important aspects of the event, photographers and free drinks slipped to the bottom of the list of weddings' most wanted.

Nearly one in five engaged couples questioned (18%) feel it's impossible to have the wedding they really want in the current economic climate, and a massive 87% are in the dark about the real cost of a traditional white wedding.

Free classifieds website Gumtree has seen a huge increase in the number of users buying and selling wedding items such as dresses, morning suits and decorations to help ease the cost of the bridal bill. One lady is even trying to bag her whole wedding for free on the site thanks to generous donors:

www.gumtree.com/london/92/21401492.html

With this in mind, Gumtree has developed the following site guide for brides on a budget:

Gumtree's guide to the 'Credit Crunch Wedding'

- Wedding dresses can be a huge expense, but it is possible to look amazing and not shell out - visit www.gumtree.com/london/96/20622296.html
- For budget wedding cakes, visit:
www.gumtree.com/london/00/21355100.html
- For cheap but cheerful wedding flowers visit:
www.gumtree.com/london/01/21412101.html
- For a cheaper hairdresser see:
www.gumtree.com/london/08/21408708.html
- For cut-price venues try: www.gumtree.com/london/37/21242237.html
- Newly qualified wedding planners looking for experience free of charge can be found at: www.gumtree.com/london/07/21460307.html
- The same goes for young photographers who are happy to work for free to build their book: www.gumtree.com/london/17/21418517.html

Brides on a budget can also use Gumtree to make extra cash in the run up to their wedding, by finding temporary part-time jobs and selling off items they no longer need. Jennifer, 26, from Sheffield, is making money by renting out her car parking space on the site to save up for her dream honeymoon: "We just want to make sure we have some extra cash to splash for the honeymoon we've always dreamed of and not have to compromise on any aspect of our big day."

Gumtree spokesperson Sophy Silver says: "Just because there's a credit crunch doesn't mean that people need to compromise on their big day, or worse, give it up completely. Couples just need to get a bit savvier about how they go about organising their wedding, both before and after, and

make sure they use our free classifieds listings at Gumtree – you’ll be amazed at how much you can save and still have the big day you’ve always dreamed of!”

-Ends-

For more information or case studies please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 or email gumtree@lexispr.com

Notes to Editors

* Research carried out among 524 engaged adults by Tickbox, in April 2008

** Average cost of a wedding is just under £20,000 according to wedding planners TK Weddings (May 2007)

About Gumtree.com

- Gumtree.com was created in London in March 2000 and now covers 60 cities across 6 countries - the UK, and US Ireland, Poland, Australia, New Zealand and South Africa
- It is the UK's biggest website for local community classifieds including flat share, flat rentals and jobs
- Some Fast Facts
 - 20,000 new ads in a day
 - 100,000 new ads in a week
 - Half a million new ads in a month
 - One million ads live on the site at any one time
 - 150 million page impressions every month
 - Around 6 million visitors a month
 - Gumtree.com users spend 5,360,000 minutes on the website each month
- Gumtree is your local community online. Home to all the things you'd expect from your local community; a place to find and advertise rooms, flats and houses, a notice board for selling and buying stuff, somewhere to find job or a date even just to chat with friends