



Wii Wish You A Merry Christmas - Cashing in on the festive must have for 2007 -

An entrepreneurial gamer has found a way to cash in on the Nintendo Wii phenomenon sweeping the nation this Christmas by setting himself up as a 'mobile Wii teacher'.

With sales of the Wii set to hit the four million mark by January, online classifieds site Gumtree.com has identified a likely Essex lad who is earning extra cash to avoid the pinch this Christmas by giving lessons to novice Wii owners for £30 an hour.

As consumers come to the end of a tough financial year, characterised by interest rate rises and the lenders' credit crunch, this is just one example of people using the site creatively to boost their coffers. From renting out loft space to store Christmas presents, to cooking lessons to make the perfect Christmas dinner, there is plenty of earning potential at this time of year.

Gumtree spokesperson, Sophy Silver says:

"Christmas is traditionally tough on the purse-strings, but if you think a bit creatively about what your assets are, combined with what people want, you could pay off festive debts by the middle of January.

Our research revealed that people are willing to pay over £15 an hour to find their way around the kitchen and this story shows there is the potential to charge £30 an hour for computer skills. So if you can baste a mean turkey, maybe it's time to share the secret family

recipe.”

With reports of Wiis flying out of the hands of inexperienced gamers and smashing TV screens, Steve Stammers, 26 from Brentwood in Essex first thought of becoming a Wii teacher several months back whilst watching his friend trying to master the art of the console’s Tennis Master game for the first time. He says:

“Despite being a really great tennis player, my friend couldn’t manage to hit the ball and missed every time. Being such an expert on the game I decided to give him a few pointers and within an hour he was giving me a run for my money.

“When all the hype started around the Wii it occurred to me that loads of people would be in exactly the same situation and unable to enjoy their Christmas present as much as they should and that I could make a bit of extra cash. So I put an ad up on Gumtree.com and have had a great response!”

Matching the demand on the high street, searches for the term ‘Wii’ on Gumtree went up by 322% in a week in November and have continued to rise by over 60% since then. So if you are lucky enough to have got your hands on the most coveted gift of 2007, a set of tutorials might be the perfect companion to ensure your TV remains intact.

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

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

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
- Three quarters of a million ads live on the site at any one time
- 150 million page impressions every month
- Around 3 million visitors a month
- Gumtree.com users spend 5,360,000 minutes on the website each month