

OCTOBER 2011

Tenth of Men Don't Know Their Mum's Birthday

In a bid to investigate if men are aware of important dates throughout the year, a newly launched social gift contribution app conducted a study that has revealed 12% of men do not know the date on which their mother was born and an additional 6% don't know their partner's Birthday.

Research from a newly launched social gift contribution app has found that more than a tenth, 12%, of men don't remember when their mother's Birthday is and a further 6% don't know the date their partner was born on.

The study, conducted by the company behind the Grant My Wish Smartphone App, asked 1,231 men in relationships around the UK, if they remembered, off the top of their head, the 'special occasion dates' of their friends and family members, including birthdays and anniversaries.

According to the research, 'anniversaries' are dates most commonly forgotten by men, as 66% of those asked admitted that they didn't know the date of their parents' anniversary, if applicable, and a further 82% stated that they didn't know the date on which they first met their partner.

The 6% of respondents who admitted that they didn't know their partner's Birthday were subsequently asked why they thought this was the case. According to the study, two fifths, 41%, said it was simply because they didn't have the date 'written down'. 11% said their other half would 'remind them' nearer the time.

The respondents to the study were asked which 'special dates' they did remember 'off the top of their head' to which 7% claimed that they only remember their own birthday. Furthermore, just under a quarter, 23%, of the respondents stated that they did not know the Birthdays of 'any of their friends'. However, 38% of the respondents said that they 'always ensured' they knew the date of their supported football team's 'first match of the season'.

The study was conducted as the newly launched Grant My Wish App has a reminder service that informs the user of all important dates that are approaching, including birthdays and anniversaries, as well as what that friend particularly wants for their special occasion.

The founder Keji Giwa, and Daniel Agoye, co-founder, of Grant My Wish and parent company Tellallmyfriends.com, spoke about the findings:

"It is disappointing to see that so many men are forgetful of such important dates, however, it is also a fact that we are not surprised about. When we were in the early stages of creating the Grant My Wish App we were keen to include a function that reminded people of dates to help eliminate the problem of forgetful boyfriends, husbands and sons!"

He continued,

"Remembering special dates can be tricky for anyone, as we all have so many things going on in life we are sure that if we conducted the exact same study with women, the results wouldn't be too

dissimilar. We all know how lovely it is to receive a card or present on a special day, so perhaps we should make more of an effort to remember the dates to celebrate the people we love the most.”

Notes to Editors

About the founders:

Keji Giwa - Founder & Chief Executive Officer:

Keji is responsible for the overall business and technology strategy for Tellallmyfriends. He holds a BSc (Hons) degree in Computer Science from Kingston University and his background is in sales, online marketing and project managing ecommerce and mobile commerce applications. His previous roles include business development manager and web project manager at award winning start-ups reevoo and moveme respectively.

Daniel Agoye - Co-Founder & Chief Financial Officer:

Daniel is responsible for the overall financial and operational strategy for Tellallmyfriends. He holds a BSc (Hons) in Management and Accounting and is a member of both ACCA and CIMA. His background is in financial and business management with key expertise in trust management. His previous roles include managing large trusts as a Trust Accountant at Vantis Group and was a Senior Auditor at Ernst & Young.

Keji and Daniel have been friends since they were 11 years old, they met whilst waiting to take an entrance exam for secondary school. They have always wanted to set up a business together, Tellallmyfriends is the fulfilment of that dream.

Press Contact

Email: press@grantmywishapp.com

Telephone: 02075109550