



Press Information

24 April 2014

Do It Yourself on National Home Security MayDay

The spring bank holiday is the perfect time for consumers to think about home DIY projects and according to statistics* 45% of homeowners spent last bank holiday doing just that!

With this in mind 'National Home Security MayDay' is an exciting new initiative supported by Yale, which is designed to raise awareness of home security and encourage consumers to think about securing their homes in time for summer.

Taking place on 26 May (Spring bank holiday Monday), 'National Home Security May Day' will offer tips and advice on DIY projects to make homeowners feel more secure. Step-by-step advice and 'how to' guides on a range of Yale products, from easy fit alarms to digital door viewers and digital door locks, will be on offer to help homeowners improve their security.

Generally, burglaries increase during the spring and summer months, as more people leave windows and doors open while they are out in the garden enjoying the sunshine. There is also a marked increase in burglaries during the summer holidays, with larger numbers of people going away and leaving their houses empty, so now is the perfect time to encourage home owners to take action.

The campaign will feature three weekly themes, each focusing on different aspects of home security between the two bank holidays (May 5 - May 26),

The first week will focus is on door security, looking at how homeowners can upgrade their locks and what they should look out for; followed by outdoor security in week two. National Home Security

MayDay will then conclude by looking at the latest security gadgets and future home security technology.

By promoting National Home Security May Day in store, or online, you can help boost a national campaign, make an impact locally and improve your sales.

For further information on National Home Security May Day or for further details on the full range of Yale security solutions, please contact the Yale sales team on 0845 302 4765 or visit www.yale.co.uk.

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*Statistics from Halifax Home Insurance

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