



Press release
5th October 2017

WORTHY OF NOTE: BRITS CHOSE SIR DAVID ATTENBOROUGH FOR NEXT BANK NOTE

5TH OCTOBER 2017 – TV veteran and conservationist Sir David Attenborough has come out top in a list of ethical champions Brits want to be immortalised on the new £20 bank note, due to be released in 2020, in new YouGov research commissioned for Good Money Week.

91-year old Attenborough, who will be presenting and narrating the second series of Blue Planet due to air later this year, received the lion's share of the votes (40%) out of a list that included fellow well-known ethical and philanthropic champions J.K Rowling, Prince Charles, Anita Roddick, and Joanna Lumley.

The YouGov research was commissioned for Good Money Week, which runs from 8-14th October and aims to help people make 'ethical' money choices.

At the end of Planet Earth 2, Sir David gave a memorable speech about our responsibility to look after the planet: *'It is, surely, our responsibility to do everything within our power to create a planet that provides a home not just for us, but for all life on Earth'*.

Charlene Cranny, Programme Manager, UKSIF said:

"It's no surprise that Sir David Attenborough came out top in this poll. With his endless conservation work, he would act as a constant reminder to the public to make 'ethical' money choices, which is what Good Money Week – now in its tenth year - aims to do. It's



particularly important this year as the workplace pension comes into full force and millions of pounds could be chosen to be invested ethically if people were aware of their choices.”

Off the bank of the research, [a petition has been set up on the 38 Degrees website](#) to Bank of England asking them to celebrate David Attenborough on the new bank note.

Find out more about Good Money Week at www.goodmoneyweek.com and find out about steps you can take to ensure your money is in the right hands at <http://goodmoneyweek.com/take-action>.

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For more press information please contact Wonderland Communications:
ellie@wonderlandcomms.com 07595 667 729

EDITOR'S NOTES

About Good Money Week

Good Money Week is the campaign to raise awareness of sustainable, responsible and ethical finance to help people make good money choices. Good Money Week aims to ensure that everyone knows they have sustainable and ethical options when it comes to their financial decisions.

What do you mean by 'good money'?

'Responsible banking', 'Ethical investment', 'socially responsible investment', 'sustainable finance', 'ethical banking'... Whatever you want to call it! We simply mean thinking about the social and



environmental impact of the money you keep in your bank account, pension pot, investments or savings.

<http://goodmoneyweek.com/take-action>

<http://goodmoneyweek.com/resources/case-studies>

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2128 adults. Fieldwork was undertaken between 25th - 26th September 2017. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).