

Give your '10 cents' on the budget on new Old Mutual site

Old Mutual has launched an interactive new media website, 'My 10 cents' ahead of the 2010 budget speech to allow any South African to express his or her opinion or prediction about the budget. The company is making it very worthwhile not only for two lucky commentators but also for the charity, The Bright Kid Foundation.

This innovative approach from the financial services industry aims to involve and educate the public and make the budget speech debate relevant and accessible to all. For every opinion received, the group will donate R10 to The Bright Kid Foundation, a non-profit organisation that turns shipping containers into pre-school classrooms.

An archive, featuring the group's favourite comments will be posted on the site, from where the best comment will be chosen. Website visitors can vote for their favourite comments. Two new Apple iPads are offered, one for the winning comment and one in a lucky draw. Participants can increase their chances of winning by forwarding details of the competition to five friends.

Comments from high-profile bloggers' will be aired on the site to further increase traffic to the site. In addition, there will be comments from celebrities' to heighten the buzz and generate debate and the group's experts will lead discussions around the issues with their own 10 cents' worth.

While the budget speech is taking place, live updates and highlights of the proceedings will be posted on the website, keeping the whole country involved. The speech, with expert opinions and commentary on the outcome, will be posted together with commentary on how you may be affected personally.

The site will also host interesting articles highlighting the importance of early investment, the principle of compound interest, financial planning for different life stages from the group and feature useful tools such as budget and retirement calculators.

Visit www.my10cents.co.za to give an opinion or follow on www.twitter.com/budgetspeech for interesting snippets about finance.