

## **Guild of One-Name Studies offers a special extended membership to new joiners**

**The Guild of One-Name Studies is to offer a special extended membership to new joiners at the forthcoming *Who Do You Think You Are? Live* show being held in the UK at the Olympia, London, on Friday 25th to Sunday 27th February 2011.**

Normally membership of the Guild costs £15.00 and covers a period of up to a year with renewal on 1st November 2011. This special extended membership will cost £20.00 but will include a full year's extra membership, renewal not being due **until 1st November 2012**. The aim of the scheme is to attract more new members and to encourage these members to stay with the Guild for longer and to appreciate and utilise the various benefits available to members.

For people who cannot attend the *Who Do You Think You Are? Live* show, the special offer of an extended membership will be made available to them **for a week from when the show opens on Friday 25th February 2011 on the Guild website at:**

[www.one-name.org/specialoffer.html](http://www.one-name.org/specialoffer.html)

This extended membership option has been introduced following the completion of an internal membership retention survey which identified why existing members joined the Guild, their knowledge and use of Guild services and facilities, and the reasons why members failed to renew their membership.

If this offer of an extended membership proves successful it could be introduced on a wider basis.

Details of all the Guild facilities can be found at:

[www.one-name.org/guildsvces.html](http://www.one-name.org/guildsvces.html)

The Guild of One-Name Studies has a freephone / toll-free helpdesk for members of the public in the UK, North America and Australia to call the Guild to find out:

- more about undertaking a One-Name Study
- the benefits of joining the Guild of One-Name Studies, and
- the assistance members of the Guild can provide to anyone researching their family history on any of the 7,800-plus names currently being researched.

 <b>United Kingdom</b> freephone 0800 011 2182	 <b>North America</b> toll-free 1-800 647 4100	 <b>Australia</b> free phone 1800 305 184
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**Des Gander, Guild's Publicity Officer, said today,**

**"The Guild's offer of a special extended membership provides a wonderful opportunity for people interested in undertaking a one-name study to join the Guild of One-Name Studies for an extended period to experience the services and facilities that the Guild offers."**