



PRESS RELEASE

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April Fool's Day – National Accident Helpline urges people to think twice

With April Fool's Day fast approaching, National Accident Helpline, the leading accident claims specialist, is advising people to think twice before carrying out a practical joke that might lead to a personal injury.

April Fool's Day on 1st April is celebrated annually around the world, and is commonly associated with so-called harmless pranks. However people should be aware of the risks and take extra care to look after their health and safety.

It's reported that ten million April Fool's Day jokes are played in the UK each year. Below are examples of some of the most talked about hoaxes from around the world:

- In 1957 a very serious documentary programme on the BBC reported on the spaghetti trees in Switzerland. They said it was an excellent place to grow spaghetti! Hundreds of viewers phoned the BBC to ask where they could buy spaghetti trees.
- In 1998 Burger King published an advert offering new left-handed Whoppas for the 32 million left-handed Americans. Thousands of customers ordered the new burger!
- Last year the free London newspaper Metro joined forces with the Edible Paper Company to launch the first ever edible newspaper.

National Accident Helpline's Consumer Director, Beth Powell, said: "While some April Fool's Day pranks can be funny and harmless, there is always the chance they could go wrong. If your prank has the potential to cause a personal injury, then it's best to avoid it altogether."

On days like this, it's easy for people to get carried away and the next thing you know, someone is injured. Use your common sense and think before you act in order to stop unnecessary accidents.+

Notes to Editors

About National Accident Helpline:

National Accident Helpline is the biggest and most experienced personal injury claims company in the UK and has been championing consumers rights and providing access to justice since 1993.