



MEDIA RELEASE
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BP AUSTRALIA CELEBRATES 100 YEARS WITH THE GREAT AUSSIE BP RUN

BP is marking its centenary year in Australia, and to celebrate being part of Aussie life for 100 years, BP is giving back to its customers like never before.

Taking inspiration from Australians' love of convenience retail, BP has created its first interactive game, which allows customers to do their own virtual BP Run and win a tonne of prizes.

According to Brooke Miller, Vice President Sales and Marketing, BP Australia: "Running down to your local BP to fill up on fuel, or pick up snacks or essentials is something many Aussies can relate to. Run out of milk, need a coffee, having lunch on the go? We've all done a BP Run," Ms Miller says.

BP Run is a fun and iconic mobile app game, where customers can complete different themed runs – from the Lunch Run, the Essentials Run and the Ice Cream Run – for the chance to win 250,000 instant win prizes, \$1000 daily giveaway and a brand-new Mazda CX-5.

"We're proud of our 100 years in Australia and we're proud to be a leader in convenience retailing and innovation – BP Run is just one way we are celebrating our centenary," Miller concluded.

To play BP Run, simply make a purchase at a participating BP to receive a unique code. Download the app and enter your code to see if you've won an instant prize, then unlock the game to play for more prizes.

Only around for a limited eight weeks, there are eight levels, plus a Practice Run you can play to hone your skills. With over 250,000 prizes up for grabs, it's simple to play and easy to win.

Fill up, get set, go! Play the great Aussie BP Run for your chance to win today, download BP Run on Apple or Android.

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About BP Australia:

Visit BP's network of 1400 fuel and convenience sites across Australia and you can refuel, stock up on essential groceries, grab a hot snack or get your car washed. You can even pay for your fuel from the comfort of your car (at participating sites) thanks to BP's ground breaking new app – BPme.

For more information about BP in Australia visit: www.bp.com.au