



press release

22 January 2018

BP and Surf Life Saving New Zealand celebrate 50 year partnership

BP New Zealand and Surf Life Saving New Zealand (SLSNZ) are celebrating 50 years of partnership in 2018 – believed to be the longest corporate partnership in New Zealand’s history – and to honour the occasion BP have launched a campaign to help Kiwis support SLSNZ more than ever this summer.

From Monday 22 January to Sunday 18 February, anytime anyone fuels up at a BP retail store, BP will make a donation to SLSNZ. Every little bit helps and every litre counts.

BP Managing Director Debi Boffa says “Surf Life Saving New Zealand is an amazing organisation which educates people about how to stay safe on our beaches as well as saving the lives of thousands of people every year.

We wanted to use this significant milestone to say thanks to Surf Lifeguards for always having our backs when we hit the beach and that we’re proud to also have theirs.”

Surf Life Saving New Zealand Chief Executive Paul Dalton said “We’re really proud to have had BP partner with us for 50 years and this campaign will make a real difference to helping us to continue what we do best – protecting our community in the water.

“We’d encourage everyone to get behind this campaign and support Surf Life Saving by heading to BP and fuelling up between the flags.”

- Ends -

For further information contact:

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Notes:

- The partnership between BP and SLSNZ began shortly after the 1968 Wahine disaster. Prior to that, BP’s predecessor, Europa, sponsored a surf boat at Worsler Bay Surf Life Saving Club called ‘Miss Europa’. This boat was used by brave clubbies in horrendous conditions to save some of the 683 passengers and crew that were rescued from the Wahine. The Europa staff were so impressed by the actions of these clubbies that a nationwide sponsorship began shortly after this.