



Media Release

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BP donates more than \$200,000 to Surf Life Saving New Zealand through Every Litre Counts initiative

BP today announced \$218,401 has been raised for Surf Life Saving New Zealand (SLSNZ) thanks to its month-long Every Litre Counts campaign that ended on Sunday 17 February.

The amount was raised by Kiwis fuelling up and donating in-store at BP retail sites across the country during the four weeks – for every litre of fuel sold at any BP retail site nationwide, BP made a donation to the charity. The Every Litre Counts initiative is in addition to BP’s regular annual donation to SLSNZ.

BP New Zealand’s Managing Director, Debi Boffa, says, “We’re absolutely thrilled that, for a second year running, thousands of New Zealanders have got behind us and helped drive donations to such an important organisation.”

The donations will go towards helping the charity stay afloat amidst the numerous funding challenges it faces annually to meet a need of \$10 million a year.

Surf Life Saving New Zealand CEO, Paul Dalton, says, “We were delighted when BP told us that they were going to run Every Litre Counts again. With a couple more months of swimming and patrolling our beaches left followed by winter training for our 5,000 lifeguards, the donation will go a considerable way towards fulfilling our funding needs and keeping New Zealand beaches safe.”

As part of this year’s Every Litre Counts initiative, SLSNZ’s 74 clubs were challenged to create a safety video for the chance to win one of 20 x \$2,500 prizes to use directly for their club from the \$218,401 raised through Every Litre Counts. Seventeen individual clubs from across the country were awarded the prizes with two of these clubs winning multiple prizes for the videos they submitted.

Dalton says, “It was fantastic to see the clubs get behind this campaign, acknowledging and promoting BP’s support of SLSNZ as well as creating engaging and essential safety message videos for the public during summer.

To every person who fuelled up at BP during the donation period, we want you to know that your support means a great deal to us and has a tangible result in saving lives and keeping Kiwis safe.”

The winning clubs as judged by BP and SLSNZ are:

- East End Surf Life Saving (SLS) Club, New Plymouth
- Karekare SLS Club, West Auckland
- Maranui SLS Club, Wellington
- New Plymouth Old Boys SLS Club, New Plymouth
- Otaki SLS Club, Kapiti Coast
- Pauanui SLS Club, Coromandel



- Piha SLS Club, West Auckland
- Riversdale SLS Club, Wairarapa
- St. Clair SLS Club, Otago
- United North Piha SLS Club, West Auckland
- Waihi SLS Club, Hauraki
- Waikuku Beach SLS Club, Canterbury
- Waipu Cover SLS Club, Northland
- Warrington SLS Club, Otago
- Whangamata SLS Club, Coromandel
- Whanganui SLS Club, Manawatu
- Whiritoa SLS Club, Coromandel

Every Litre Counts was first introduced in 2018 to mark 50 years since BP began its support of SLSNZ in 1968, believed to be New Zealand's longest unbroken corporate partnership.

In addition to the \$218,401 raised through Every Litre Counts, BP's partnership with SLSNZ includes an annual donation, an annual contribution of fuel for every Surf Life Saving Clubs around the country, and a new Inflatable Rescue Boat (IRB) donated to one club each year.

Ends

For media enquiries, please contact:

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Background information: key facts

- Together BP and SLSNZ make a difference – more than 55,000 lives have been saved by SLSNZ in the last 51 years with more than 22,000 lives saved using a BP Inflatable Rescue Boat
- Every year, 5,000 volunteer Surf Lifeguards from 74 clubs patrol more than 90 locations throughout New Zealand
- More than 1,000 lives are saved annually, with another 2,000+ people assisted to safety
- SLSNZ lifeguards spend more than 220,000 hours on patrol and administer first aid to more than 2,800 people each year.

About the 51-year BP and Surf Life Saving partnership:

The association between BP and SLSNZ began shortly after the 1968 Wahine disaster. Prior to that, Europa, subsequently purchased by BP, sponsored a surf boat at Worser 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.

The partnership has evolved over the past 51 years and has seen many changes in both surf lifesaving and sport. During this time, Surf Lifeguards have saved more than 55,000 lives and more than 22,000 of those have been rescued using a BP Surf Rescue IRB. That's something both organisations are incredibly proud of – all 74 Surf Life Saving Clubs and all their members should be too.