



Media Release

21 January 2019

BP's Every Litre Counts campaign returns to help make New Zealand beaches safer

Off the back of last summer's success, BP has today announced the return of its Every Litre Counts campaign – where, for every litre of fuel sold at BP retail sites nationwide before Sunday 17 February, BP will make a donation to Surf Life Saving New Zealand (SLSNZ).

From Monday 21 January to Sunday 17 February, anyone who fuels up at any BP retail site will automatically contribute to SLSNZ and help make New Zealand beaches safer.

This year, SLSNZ is challenging each of their 74 Surf Life Saving clubs to submit a safety video and be in to win one of 20 x \$2,500 cash prizes which they can use directly for their club from the money raised during Every Litre Counts 2019.

BP New Zealand's Managing Director, Debi Boffa, says, "We have partnered with Surf Life Saving New Zealand for 51 years and we're proud of this long-standing association and the difference it has made in our local communities".

"For four weeks starting today, every time someone fuels up, BP will make a donation to Surf Life Saving New Zealand. It's simple – every little bit helps, so make every litre count," says Boffa.

Surf Life Saving New Zealand's CEO Paul Dalton says that despite the charity being around for 100 years, its funding is short-term and determined year-to-year, putting the organisation at huge risk.

"We live hand-to-mouth in many ways and the funds donated from an initiative like BP's Every Litre Counts are critical in helping us cover operational costs and continue to provide proactive lifeguarding and emergency rescue services across New Zealand," says Dalton.

"Our club members do an amazing job of educating swimmers about how to stay safe on the beach and initiatives like this with BP go a long way in preventing many incidents in the water."

Every Litre Counts first launched in 2018 to celebrate the 50-year partnership between BP and Surf Life Saving New Zealand and raised \$459,050 for the charity in addition to BP's annual donation.

To be involved, New Zealanders can purchase fuel at any BP retail site between now and Sunday 17 February and BP will donate to SLSNZ. For more information, visit www.bp.co.nz

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.

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 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.

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.