

MEDIA RELEASE

**GO GREEN TO WIN WITH
LIBERTY HUNT 2014: RISE OF THE CITY GUARDIANS**

The third chapter of The Liberty Hunt takes on a green twist with a host of new challenges, a new arena, and a four-fold chance of clinching that grand prize. Discover. Outwit. Win.

SINGAPORE, 5 September 2014 – The award-winning Liberty Hunt returns in its third edition with ***Liberty Hunt 2014: Rise of the City Guardians***. The unique annual treasure hunt organised by Liberty Insurance Singapore partners the Building and Construction Authority (BCA) for the first time, and will see participants from all walks of life using everything in their physical and mental arsenal to uncover and decipher 12 cryptic clues, hidden across BCA's vast network of Green Mark buildings – all for a chance to walk away as big winners.

2. Held in conjunction with BCA's 15th anniversary, the Hunt was launched today by Ms Denise Phua, Mayor of Central Singapore District, at BCA's Green Building Exhibition held at Bugis+. It will run from 5 September to 4 October.

Responsibility in Sustainability

3. The partnership with BCA marks a new chapter for Liberty Insurance Singapore, who has consistently championed responsible living among the Singaporean community. Mr Luiz Campos, Chief Executive Officer of Liberty Insurance Singapore, says, "While we enjoy the environment we have around us, it is also our responsibility to ensure that future generations have a chance to appreciate our world's beauty and splendour. With the growing consciousness of the importance of sustainability globally, change can start right at home. BCA has a great track record as a green champion. It is the lead agency championing Singapore's green building movement, especially with BCA's Green Mark scheme and its Green Building Masterplans. Partnering them for *Liberty Hunt 2014* thus presents a great opportunity for us to drive home the idea that sustainable practices constitute a big part of responsible living, and encourage Singaporeans to exercise their individual power for meaningful change in the community, environment and home."

4. Dr John Keung, Chief Executive Officer of BCA, says, "Over the years, BCA has seen a marked increase in the number of partners voluntarily joining our BCA Green Mark Scheme to champion the green agenda for a more sustainable Singapore. I'm heartened that through *Liberty*

Hunt 2014, participants can also discover what they can do as an individual to contribute to a green and sustainable built environment for all, in a fun and non-intrusive way. With individuals and companies working hand in hand, I believe we will have taken a firm and decisive step towards a sustainable society, one that we are proud to call home.”

Four winners to walk away with a total of S\$60,000

5. Liberty Hunt 2014 will award four top hunters with S\$60,000, divided equally among them. In addition, other cash prizes will be distributed at various milestones of the game, as well as in a lucky draw during the Finale.

6. For the first time, all members of the public can join in the Hunt for the first three clues for free, simply by downloading the mobile app. This is to enable more people to be introduced to Singapore’s green journey. Subsequent clues will only be open for registered participants. Registration for Liberty Hunt 2014 will close on 27 September. The registration fee for each participant is S\$28. Tertiary students and early bird sign-ups before 7 September 2014 will enjoy a discounted fee of S\$20.

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About The Liberty Hunt

Organised by Liberty Insurance Singapore, *The Liberty Hunt* is a unique island-wide treasure hunt that targets people from all walks of life. Turning Singapore into the ultimate playground, 12 clues are hidden in everyday places. Using mobile platforms and content, hunters work alone or in teams, plotting strategies and solving the clues to unlock a grand prize.

The inaugural Hunt saw hunters scouring Singapore’s green spaces as they solved clues around Singapore’s 200km-long Park Connector Network. *Liberty Hunt 2012* was awarded Gold under the Best Viral Campaign category, in MARKETING Magazine’s Mob-Ex Awards (Singapore) 2013.

The second edition of Liberty Hunt was presented in collaboration with National Heritage Board, and introduced history and heritage-based clues around Singapore’s museums, landmarks and monuments. *Liberty Hunt 2013: Capturing the Lion City* was again recognised under the Best Viral Marketing category, as well as Best User Experience and Most Innovative Use of Mobile categories, in MARKETING Magazine’s Mob-Ex Awards (Singapore) 2014.

Liberty Hunt 2014: Rise of the City Guardians is organised in partnership with Building & Construction Authority (BCA). For more information on the Liberty Hunt 2014, please visit www.libertyhunt.com.sg.

About Liberty Insurance Singapore

Liberty Insurance Singapore is a leading general insurer championing responsible living and behaviour in Singapore. In offering a full range of both personal and commercial insurance products, Liberty Insurance Singapore enables the protection and security of one's personal and commercial property, assets and legal liabilities. At Liberty Insurance Singapore, we are responsible to help you live safer, more secure lives.

Liberty Insurance Singapore is a 100% owned strategic business unit of Liberty Mutual Insurance Group. Headquartered in Boston, Liberty Mutual Insurance Group is a diversified global insurer and the 3rd largest property and casualty insurer in the U.S based on 2013 direct written premium. It ranks 76th on the Fortune 500 list of largest corporations in the U.S. (based on 2013 revenue). As of 31 December 2013, Liberty Mutual Insurance Group had \$121.2 billion in consolidated assets, \$102.2 billion in consolidated liabilities and \$38.5 billion in annual consolidated revenue. Liberty Mutual Insurance Group operates with a global view across five continents and employs more than 50,000 people in more than 900 offices throughout the world.

For more information on Liberty Insurance Singapore, please visit www.libertyinsurance.com.sg.

About Building and Construction Authority (BCA)

The Building and Construction Authority (BCA) of Singapore champions the development of an excellent built environment for Singapore. BCA's mission is to shape a safe, high quality, sustainable and friendly built environment, as these are four key elements where BCA has a significant influence. In doing so, it aims to differentiate Singapore's built environment from those of other cities and contribute to a better quality of life for everyone in Singapore. Hence, its vision is to have "a future-ready built environment for Singapore". Together with its education arm, the BCA Academy of the Built Environment, BCA works closely with its industry partners to develop skills and expertise that help shape a future-ready built environment for Singapore. For more information, visit www.bca.gov.sg.

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