



**FOR IMMEDIATE RELEASE**

**Liberty Insurance Introduced as The Official Insurance Partner of the FINA/airweave Swimming World Cup 2016 presented by Yakult (SWC) and collaboration with Singapore Swimming Association to launch Sound of Support Campaign to feature the Singapore Swimming Team to rally Singaporeans' support for national swimmers competing in SWC**

**THE JOY**  
of inspiring  
champions of  
tomorrow  
**Embracing Simple Joys**

**FINA**  
**airweave**  
SWIMMING  
WORLD CUP  
2016

Support Quah Zheng Wen and the Singapore Swimming Team in the FINA/airweave Swimming World Cup 2016 presented by Yakult.

Record your cheers and WhatsApp to 8176 9980. Zheng Wen will listen to it before making waves for our nation. Win waterproof earphones and more!  
Visit [facebook.com/LibertyInsuranceSG](https://facebook.com/LibertyInsuranceSG) for details.

**Liberty Insurance.**

Quah Zheng Wen  
National Swimmer  
& Liberty Insurance  
Brand Ambassador

Photo: Singapore Swimming Association

**Singapore, 20 September 2016** – Liberty Insurance reinforces its stature as one of the country's top general insurers after it was unveiled by the Singapore Swimming Association (SSA) as the official insurance partner of the FINA/airweave Swimming World Cup 2016 presented by Yakult (SWC).

To be held on 21 and 22 October, SWC will attract over 250 top swimmers from 20 countries, including Singapore. This is the tenth year that Singapore is hosting a leg of SWC, which offers as much as USD 2 million in prize money. In recent months, swimming has united Singaporeans from all walks of life, making SWC one of the most awaited sports events this year.

Says Chang Sucheng, Liberty Insurance's Chief Executive Officer, "We are excited to be partnering with the SSA as the insurance partner for this fantastic event in Singapore. Supporting the event continues Liberty's long-term commitment to the development of our athletes. By giving fans the opportunity to watch the

FINA/airweave Swimming World Cup 2016, we also wish to inspire the next generation of Singaporean swimmers.”

Says Mr. Lee Kok Choy, President of the Singapore Swimming Association, “This year marks the 10<sup>th</sup> anniversary of the FINA/airweave Swimming World Cup in Singapore, and we’re delighted to have Liberty Insurance on board as our partner, to celebrate this key milestone together. In the past decade this competition has not only inspired local athletes but our coaches, officials and fans as well, helping us grow to become the aquatics nation for the region and beyond. We’re thankful for the support from Liberty Insurance as we look to bring the world’s best swimming action right at the heart of Singapore.”

The tickets for FINA/airweave Swimming World Cup 2016 presented by Yakult will be made available to the public on 21 September 2016. For more information about the event, please visit the SSA’s website at [www.swimming.org.sg](http://www.swimming.org.sg).

### **Cheers for the Singapore Swimming Team**

In preparation for the Swimming World Cup, Liberty Insurance has also announced the launch of **Sound of Support**. Running from 20 September to 16 October, the campaign calls on everyone to submit their most enthusiastic cheers for the Singapore swimming team who will be participating at the prestigious event.

Fans can submit the audio recordings of their cheers via Whatsapp to (+65) 8176 9980. The cheers will be mixed and converted into an audio track, which will be given to members of the swimming team to listen to using underwater earphones during practice. Three of the most creative entries will win a pair of underwater earphones, five entries will win a pair of tickets to SWC and another five entries will win swimmers autographed memorabilia. A pair of movie vouchers will also be given to the first five entries.

The public can also record their cheers at the Suntec Convention and Exhibition Centre with the help of Liberty Insurance’s team on 23 September, 11.30am – 2.30pm and 24 September, 2pm – 5pm. Outdoor ads will appear all over Singapore to remind the public about the contest. A video will also be disseminated to blogs and websites to call for support.

For more information about the contest, please visit [www.facebook.com/LibertyInsuranceSG](http://www.facebook.com/LibertyInsuranceSG).

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**About Liberty Insurance Singapore Pte. Ltd**

Liberty Insurance aims to become Singapore's leading insurer by removing complexity and confusion, enabling customers to concentrate on the things that matter most to them. This is captured by the company's slogan, 'Embracing Simple Joys'. By being a strong partner, Liberty Insurance brings satisfaction to the lives of its customers.

Liberty Insurance Singapore is a 100% owned strategic business unit of Liberty Mutual Insurance Group. Headquartered in Boston, Liberty Mutual Insurance Group ranks 78<sup>th</sup> on the Fortune 500 list of largest corporations in the U.S. (based on 2014 revenue). As of 31 December 2015, Liberty Mutual Insurance Group had \$121.7 billion in consolidated assets, \$102.5 billion in consolidated liabilities and \$37.6 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.

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