

## **Over 1000 Malaysians pledge true love via Zurich Insurance Malaysia #ProtectTrueLove campaign initiative**

**Kuala Lumpur, 21 January 2016** – Riding on the success of its current and ongoing global brand campaign – ‘**Zurich Insurance. For Those Who Truly Love**’, Zurich Insurance Malaysia Berhad (ZIMB) kicked it up a notch with its second wave of brand drive under its **#ProtectTrueLove** campaign initiative which started on the 16<sup>th</sup> of November 2015 and is scheduled to end in February 2016.

One of the key activities under this campaign was the **#ProtectTrueLove** contest which encouraged Malaysians to express their feelings towards their loved ones online and later immortalizing their sentiments through symbolic love locks with personalized names and memorable dates. These love locks are virtually visible via the contest microsite at [www.protecttruelove.com](http://www.protecttruelove.com) while the actual love locks are placed on the **#ProtectTrueLove** structure in the heart of Kuala Lumpur. The contest ran from the 16 November till 6 December 2015 and was open to all Malaysian citizens aged 18 years old and above. Winners of the contest were announced on the 14<sup>th</sup> December 2015.

Within the contest period, ZIMB received over 500 interesting true love stories and how they pledge to protect their loved ones in the best way possible. All of which were inspirational, heartwarming and personal. Entries received ranged from newlyweds, parents, siblings, close friends even pet owners.

From all the worthy entries, ZIMB selected a grand prize winner, along with two first runners-up and 10 third place winners. The **grand prize winner** was **Siti Hajariah Binti Abdul Khalid**, aged 19, from Sungai Buloh, Selangor, whose heartwarming story won her travel vouchers worth RM5, 000.

Her **#ProtectTrueLove** story revolves around how life changing decisions could affect someone so deeply. Siti Hajariah’s mother chose to bring Siti Hajariah into the world despite being faced with deadly risks during childbirth due to pregnancy complications.

“Words cannot express how I felt when I found out that I won the grand prize. I am ever grateful to my mother for showing me what unconditional love means. I am here today because of her courageous selflessness and for ever willing to sacrifice everything to protect me. Whatever I am today or I ever hope to be, I owe it to her. I will definitely share my winning prize with her.”

The two second place prizes went to **Jacklyn Yeong** and **Lau Pong Tong** who took home **iPhone 6s** worth over RM3,000 each; and third place winners, **Yap Kim Soon, Zaty Naadwaa Binti Razali, Ratha, Chow Kien Wei, Ong Vern Tsing, Neoh Ai Leen, Jonathan Ng, Mohd Izahar Bin Sabtu, Farhana Binti Abdul Manaf** and **Murni Mat Nasri** all received RM500 cash each. 100 consolation prizes of Zurich merchandise were also given away for good effort. All entries were judged based on three criteria; heartfelt expression, level of impact and creativity.

To date, over **1000** love locks are placed on the **#ProtectTrueLove** structure. The art installation depicting the word L.O.V.E. and a mother’s gesture of reaching out to safeguard her young child is currently on display along Jalan Bukit Bintang near Fahrenheit88 Shopping Centre until the 9<sup>th</sup> of February 2016.

Other key activities under the **#ProtectTrueLove** campaign initiative is a series of on ground roadshows to 10 different locations nationwide. The roadshows will be heading to East Malaysia for its final leg in February 2016.

For more information on **#ProtectTrueLove** campaign activities, roadshows and updates, please visit ZIMB’s Facebook page at [www.facebook.com/ZurichInsuranceMalaysia](http://www.facebook.com/ZurichInsuranceMalaysia) or visit [www.zurich.com.my](http://www.zurich.com.my)

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