

Second winning primary school of AA Insurance's Big Little Sponsorship announced

Auckland – 19 October 2021 – Christchurch's Bromley School was today named South Island winner of a second \$10,000 sports grant in AA Insurance's Big Little Sponsorship.

Just like the first winner, Oromahoe School in Northland, children enjoyed a fun, virtual announcement of their win at AA Insurance's annual sponsorship programme for primary schools, with support from Eden Park Trust.

Today, Bromley's children gathered for a reveal party which started with a pre-recorded video from former All Black Keven Mealamu, AA Insurance's Head of Brand and Marketing Melodie Vickars, and Eden Park CEO, Nick Sautner. The children were then treated to a catered morning tea, and a chance to make their own smoothies on 'smoothie bikes'.

"We're delighted to present Bromley School, that has incredibly supportive teachers and members of the community around them, with this very deserving prize," says Melodie.

"What really stood out to our judges was their great sportsmanship, school spirit, and constant sacrifices made by teachers to support sport."

The school is looking to get new sports equipment and organise transportation to sporting events with the grant.

Keven, who has been behind the campaign as its ambassador since it began in 2018, is an advocate for kids getting involved in sport from an early age. He noted that Bromley's nominations showed "sport is a high priority at the school to encourage children to be active and participate in activities."

"It's good for kids to play sport; they talk to people and learn to work together. They also learn respect for their team-mates and opposition. And they learn that it takes hard work to achieve something worth achieving."

“The Big Little Sponsorship is a cool way to champion sport in schools and help invigorate the passion for sport,” says Keven.

This year the competition was open to all primary schools throughout the North and South Islands, and one lucky teacher from each winning school will be awarded the ‘Ultimate Eden Park Experience’ (at an appropriate time) to acknowledge their commitment.

The competition received over 3,200 nominations from 771 primary schools, which made the decision a difficult one for judges, continues Melodie.

“So, the judges decided to give four additional schools a helping hand. Second-place schools (to be announced) will receive a \$2,000 grant and our third-place schools will receive a \$1,000 grant, to help achieve their sporting goals.”

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About AA Insurance

AA Insurance is an independently operated, New Zealand-based joint venture between the New Zealand Automobile Association (NZAA) and Vero Insurance New Zealand Limited (VINZL). Since 1994 we have demonstrated trusted expertise in home, contents and car insurance in New Zealand, and in 2018 introduced commercial small business insurance. We underwrite our own policies and sell direct to New Zealanders. Our 860+ staff look after almost 470,000 customers with 930,000 policies.

We proudly partner with Eden Park and have been consistently recognised by: Reader’s Digest Most Trusted Brands (11 consecutive years since 2011) and Quality Service Awards for Car, and Home and Contents Insurance (since 2015), Kantar Customer Leadership Index (since 2019), Canstar Blue Most Satisfied Customers (2011-2018), and the Colmar Brunton Corporate Reputation Index (since 2015) that recognises New Zealand’s most successful companies. Last year, AA Insurance was also named Consumer NZ People’s Choice award winner for car, home and contents (since 2019).



AA Insurance

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