

# News Release



**NATIONAL  
TRUST  
FOR  
HISTORIC  
PRESERVATION®**

For Immediate Release

Suzanne Meraz  
Fireman's Fund Insurance Company  
415.899.3647, [suzanne.meraz@ffic.com](mailto:suzanne.meraz@ffic.com)

Jenni Brewer  
National Trust for Historic Preservation  
202.588.6380, [jenni\\_brewer@nthp.org](mailto:jenni_brewer@nthp.org)

**'This Place Matters' Returns for a Second Year and Now the Public Says Who Wins \$25,000 in a Community Challenge Competition Sponsored by Fireman's Fund**

***Online Contest for Communities to Feature Places of Architectural and Cultural Significance that Matter to Them***

**Washington, D.C., (August 16, 2010)** – Today, the National Trust for Historic Preservation and Fireman's Fund Insurance Company opened public voting for 'This Place Matters' Community Challenge, an innovative and fresh spin on last year's successful photo contest. The competition allows communities across the country to post a photo and a story of one place in their community that matters – then rally online supporters around that place for the chance to win \$25,000. Starting today, the National Trust and Fireman's Fund are handing the voting power over to the public, who will choose a winner from over 60 participating communities. The voting contest, made possible by Fireman's Fund Insurance Company, will run through September 15.

"Through their continued support, Fireman's Fund gives a voice to Americans who have stories to share about the places that matter to them," said Stephanie Meeks, president of the National Trust for Historic Preservation. "At the core of the 'This Place Matters' campaign are narratives on family pride, cultural heritage and neighborhood identity, which collectively illustrate the diversity of the American experience."

Since 2009, Fireman's Fund has donated \$50,000 to the National Trust, elevating visibility for historic sites and the necessity of preservation by empowering the public to weigh in on places that they feel are significant. In just its first year, the photo contest received more than 2,400 photo submissions that featured a wide spectrum of sites, from neighborhood schools and National Parks to home-grown businesses, private residences, local fire stations and nationally recognized historic sites. The photo contest generated more than 8,000 votes, with the winning photo depicting the Humble Oil Building in San Antonio, Texas. A deteriorating, but iconic building connected to the city's oil industry history, Humble Oil Building was chosen because, in the words of the submitter, it "tells

a story that is both unique to San Antonio and at the same time is applicable to cities all over the world struggling with preservation.”

“Places can evoke a sense of pride for Americans and Fireman’s Fund is thrilled to be a part of a campaign that creates a channel to express that connection,” said Brian Klepchick, program director for Fireman’s Fund. “Every day, we strive to help our customers preserve and protect their property, so this campaign is a natural fit for us.”

People are invited to go to [www.preservationNation.org/thisplacematters](http://www.preservationNation.org/thisplacematters), download a “This Place Matters” sign, take a picture or video of themselves with the sign in front of a place that matters to them and then post it to the “This Place Matters” section of the National Trust for Historic Preservation’s Web site. Contributors can also elect to post stories without a photo on a special “This Place Matters” Google map.

Fireman’s Fund Insurance Company provides specialized insurance coverage for owners of historic commercial buildings and partners with the National Trust Insurance Services, LLC (NTIS), the affiliated agency of the National Trust for Historic Preservation, to provide policyholders with specialized historic property coverages, expertise, and customer service. The historic property coverage product is solely distributed through NTIS and is administered by Maury, Donnelly and Parr.

#### **About Fireman’s Fund®**

Fireman’s Fund Insurance Company is a premier property and casualty insurance company providing personal and commercial insurance products nationwide. It is rated ‘AA-’ by Standard & Poor’s Rating Services as of March 31, 2010. Fireman’s Fund is a member of the Allianz Group, the world’s largest provider of property and casualty insurance. For additional information, visit [www.firemansfund.com](http://www.firemansfund.com).

#### **National Trust Insurance Services, LLC**

National Trust Insurance Services, administered by Maury, Donnelly & Parr, is a subsidiary of the National Trust for Historic Preservation. It was created in 2003 to address the growing issues regarding proper insurance for historic property owners and the organizations that work to protect historic resources.

#### **About The National Trust for Historic Preservation**

The National Trust for Historic Preservation ([www.PreservationNation.org](http://www.PreservationNation.org)) is a non-profit membership organization bringing people together to protect, enhance and enjoy the places that matter to them. By saving the places where great moments from history – and the important moments of everyday life – took place, the National Trust for Historic Preservation helps revitalize neighborhoods and communities, spark economic development and promote environmental sustainability. With headquarters in Washington, DC, eight regional and field offices, 29 historic sites, and partner organizations in 50 states, territories, and the District of Columbia, the National Trust for Historic Preservation provides leadership, education, advocacy and resources to a national network of people, organizations and local communities committed to saving places, connecting us to our history and collectively shaping the future of America’s stories.