

News Release



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For Immediate Release

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'This Place Matters' Returns With More Chances to Win in the 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., (June 1, 2011) – Today, the National Trust for Historic Preservation and Fireman's Fund Insurance Company opened public voting for 'This Place Matters' Community Challenge, an innovative competition that allows communities across the country to compete through photos and stories for money to save a place that matters to them. Three prizes will be awarded: First Place \$25,000, Second Place \$10,000 and Third Place \$5,000. Starting today, the public may cast their votes for a winner from 100 participating communities. The voting contest, made possible by Fireman's Fund Insurance Company and National Trust Insurance Services, LLC, will run through June 30 at www.preservationnation.org/communitychallenge.

"Now in its second year, the Community Challenge competition puts Americans in the driver's seat, choosing places in their communities that matter to them," said Stephanie Meeks, president of the National Trust for Historic Preservation. "Through the 'This Place Matters' campaign, Fireman's Fund engages Americans in protecting significant cultural resources."

This year, Fireman's Fund has donated \$75,000 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. Last year, over 60,000 individual votes were cast, with the Paramount Theatre in Austin, TX taking the most.

"Helping our customers preserve and protect their property is what Fireman's Fund does, so this campaign is a natural fit for us as a sponsor," said Brian Klepchick, program director for Fireman's Fund. "We're proud to be part of this campaign that provides the opportunity for people to recognize the places that matter most to them."

In addition to the Community Challenge, support from Fireman's Fund allows people all over the country to go to 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. 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.

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) 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.

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