
Liberty Insurance launches ‘Discover Your Purpose’, an initiative to reflect on the big impact of small decisions

- The interactive story, on yourpurposebyliberty.eu, takes participants on a journey into the past, present, and future which allows them to reflect on the big impact of small decisions.
 - The initiative will see Liberty Insurance donate €60,000 to charitable partners Pieta, Women's Aid Northern Ireland, Hometree, and Barnardos Ireland & UK
 - Through ‘Discover Your Purpose’, Liberty Insurance will focus on some of society's most challenging issues, including environmentalism, diversity and inclusion, poverty, and health and well-being.
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DUBLIN, 13 December 2022

Liberty Insurance has launched ‘Discover Your Purpose’, an initiative designed to encourage reflection on the big impact of small decisions, aligning with its corporate purpose to help people embrace today and confidently pursue tomorrow.

The interactive story, available at yourpurposebyliberty.eu, will allow users to make a positive impact on some of the most important issues that our society faces: caring for the planet, diversity and inclusion, poverty, and health and well-being.

Through this initiative, Liberty has partnered with 12 charities operating within its European markets in Ireland, Northern Ireland, Spain, and Portugal.

Santos Suárez, Director of Communications, Corporate Reputation and Sustainability at Liberty in Europe said, *“As an insurer, we understand that we have a social responsibility to provide hope and security to those who need it most. We wanted to use the end of the year to reiterate our commitment to our values, and to help people embrace today and confidently pursue tomorrow”, he added, “We wanted to remind people that every small decision counts, that every decision we make, even if it seems inconsequential, has an impact not only on the present, but also on the future”.*

An interactive experience

Participants will be immersed in a ‘Christmas Carol’ themed journey where, accompanied by the spirits of the past, present, and future, will have to consider everyday decisions that relate to four worthy causes to which Liberty Insurance is firmly committed: caring for the planet, increasing diversity and inclusion, addressing poverty in our communities, and promoting health and well-being.

At the end, participants will discover which societal issue they care most about. Through ‘Discover Your Purpose’, Liberty will donate a total of €60,000 to 12 organisations working in Spain, Portugal, Ireland, and Northern Ireland.

On behalf of participants in Ireland, Liberty will donate to Barnardos Ireland & UK, an organisation dedicated to helping children in need, Women's Aid Northern Ireland, an organisation dedicated to keeping women and children safe from domestic violence, Hometree, an organisation designed to preserve native woodland in Ireland, and Pieta, an organisation committed to providing free therapy and support to those in need.

For more information, please contact:

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Notes to the editor**About Liberty Insurance**

Liberty Insurance provides car and home insurance to the Irish consumer market. Liberty Insurance is part of the Liberty Mutual Insurance Group.

In March 2022, Liberty Insurance was named the Best Insurer to work for, and the 9th best large company overall, at the Great Place to Work™ awards for 2022. On International Women’s Day 2022, Liberty was announced as one of the ‘Best Workplaces for Women’ by the people at Great Place to Work Ireland.

Liberty’s social media channels:

LinkedIn: <https://www.linkedin.com/company/liberty-insurance>

Twitter: <https://twitter.com/LibertyIRL>

Facebook: <https://www.facebook.com/libertyinsuranceireland>

Instagram: <https://www.instagram.com/libertyirl/>

About Liberty Mutual Insurance

At Liberty Mutual, we believe progress happens when people feel secure. By providing protection for the unexpected and delivering it with care, we help people embrace today and confidently pursue tomorrow.

In business since 1912, and headquartered in Boston, today we are the sixth-largest global property and casualty insurer based on 2020 gross written premium. We also rank 71st on the Fortune 100 list of largest corporations in the U.S. based on 2020 revenue. As of December 31, 2021, we had \$48.2 billion in annual consolidated revenue.

We employ over 45,000 people in 29 countries and economies around the world. We offer a wide range of insurance products and services including personal automobile, homeowners, speciality lines, reinsurance, commercial multiple-peril, workers compensation, commercial automobile, general liability, surety, and commercial property.

For more information, visit www.libertymutualinsurance.com.