

Oh Yes! You Can Get Your Very Own Churchill Toy

Thursday 5 March, 2015

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- Free Churchill dog toy is available to new Churchill Car and Home Insurance customers who buy a policy between the 1st March and 31st May 2015

From Sunday 1st March, 2015, fans of Churchill the insurance hound will be able to have their own plush toy, when they purchase a car or home insurance policy.

The soft toy is a replica of the Churchill dog, speaking the famous 'Oh yes' catchphrase when his collar is squeezed. It is aimed at adults and children of all ages – in fact anyone who loves the Churchill dog.

Lucy Brooksbank, head of marketing at Churchill Insurance, comments: "Churchill Insurance is one of Britain's most well-known brands, with its famous talking dog character at its helm. The big toy give-away, is due to popular demand. Every week we receive letters from fans requesting merchandise. He is, after all, Britain's most famous nodding dog."

Some facts and figures about Churchill Insurance:

- The Churchill nodding dog was the product of a staff competition designed to identify ways to differentiate the brand from Winston Churchill. Staff were invited to suggest a brand character that would do just that and the Churchill nodding dog was born!
- The first bulldog to feature in Churchill's ads was a real dog – Lucas – but lasted for only one ad because he refused to hold a telephone in his mouth
- Churchill has received orders for the Nodding Dog from all over the world including: Australia, Cyprus, France, Germany, Greece, Ireland, Italy, Japan, Malta, South Africa, Spain, Switzerland, UAE and USA
- Proud owners include TV chat show host Johnny Vaughan and Terry Wogan
- In December 2002, Churchill raised £1,000s for the National Canine Defence League by releasing a CD single version of 2 Unlimited's smash hit No Limits
- Churchill appeared in pantomimes across the UK delivering the most famous phrase, "Oh Yes it is!" and "Oh No it isn't!"

ENDS

Notes to editors

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Terms and conditions: 1. The free Churchill dog toy is available to new Churchill Car and Home Insurance customers who buy a policy between the 1st March and 31st May 2015.

2. Redemption must be made via the appropriate redemption website.

3. Eligible customers will receive an email or letter +10 days after the Car or Home Insurance new policy purchase date, which will explain how to redeem your Churchill toy and information on how to claim.

4. Your policy must be in force for 60 days. If your policy is cancelled within these 60 days, you will not be eligible to receive your dog toy.

5. All dog toys must be redeemed within 60 days of your policy purchase date. Anything received after this date won't be classed as valid.

6. Once purchased, all eligible customers will be sent toys within 90 days. If your delivery is likely to take longer than expected, we will notify you.

7. This offer is for one free dog toy per Churchill Home or Motor policy.

8. Only the policy holder is entitled to claim the dog toy.

9. No alternatives will be offered.

10. Churchill may not always be able to provide a quote based on an individual's circumstances, if this is the case the individual won't be eligible for the offer.

11. The gift will be sent via Royal Mail, neither MLP or Churchill undertakes responsibility for any items going missing following dispatch.

12. Churchill reserves the right to withdraw this and/or gifts at any time without notice, Neither MLP nor Churchill undertake responsibility for any goods sold or offered for sale or any works carried out by any third parties supplies and provide absolutely no direct or implied warranties for the services provided.

13. The offer excludes employees of Direct Line Group.

This promotion is provided and managed by MLP, The Stables, Home Farm, Mere, Knutsford, Cheshire WA16 0PX. Telephone 01565 831 134

Churchill

Founded in 1989, Churchill is now one of the UK's leading providers of general insurance, offering car, home, travel and pet insurance cover over the phone or on-line.

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Churchill and U K Insurance Limited are both part of Direct Line Insurance Group plc.

Customers can find out more about Churchill products or get a quote by calling **0800 200300** or visiting www.churchill.com

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