

# SELECTIVE ANNOUNCES WINNERS OF #THINKBIG SMALL BUSINESS VIDEO CONTEST

BRANCHVILLE, N.J., June 1, 2017 /PRNewswire/ -- Selective Insurance Company of America, a subsidiary of Selective Insurance Group, Inc. (NASDAQ: SIGI), has announced the winners of its #thinkBIG Small Business Video Contest. The \$5,000 first place prize was awarded to Kamp Weddings of Sparta, NJ, a small business that specializes in wedding photography and videography, as well as photo booth rentals. Tru-B-Loons Event and Party Décor of Germantown, MD, which specializes in balloon décor for all occasions, won the 2<sup>nd</sup> place prize of \$2,500 and Bike Elf of Townsend, TN, an organization that collects donated bikes, fixes them and then awards the bikes to children who earn them through incentive-based academic programs, received the 3<sup>rd</sup> place prize of \$1,000.

Selective is a leading insurer for small businesses and hosted the #thinkBIG video contest to shine a spotlight on this vital sector of our economy. Entrepreneurs from every industry across the country were invited to share their story about why their small business is a big deal in a 60-second or less video. The three winners, as well as the nearly 85 video submissions, creatively told their stories while showcasing their business to consumers everywhere.

"There is nothing small about small business – small business is a BIG DEAL. That is especially true to the men, women and families who run them, to the consumers who rely upon them and to Selective who partners with small businesses to ensure they have risk solutions for their unique insurance needs," said Rohit Mull, Senior Vice President, Chief Marketing Officer. "Viewing all the videos submitted to our #thinkBIG small business video contest exemplifies the fact that we have a rich and vibrant small business marketplace in the U.S. and that it is led by dedicated leaders and innovators!"

More than 59,000 online votes were cast in the #thinkBIG Small Business Video Contest. The Top 10 videos were chosen during a public online vote, while the Top 3 were chosen by industry professionals and Selective employees, which includes a team of dedicated small business insurance professionals. The Top 3 videos, as well as all the contest entries, can be viewed on Selective's [#thinkBIG website](#).

Selective offers a breadth of coverage options to small business owners to give them peace of mind and protect their assets. Selective exclusively provides its property-casualty insurance products for small businesses through independent agency partners, who create the right combination of coverages fitted for a business owner's specific needs. To learn more, visit [Selective.com](#).

At Selective, small business is a BIG DEAL.

## About Selective Insurance Group, Inc.

Selective Insurance Group, Inc. is a holding company for 10 property and casualty insurance companies rated "A" (Excellent) by A.M. Best. Through independent agents, the insurance companies offer standard and specialty insurance for commercial and personal risks, and flood insurance underwritten by the National Flood Insurance Program.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-release/Selective-Clone-V2-announces-winners-of-thinkbig-small-business-video-contest-300467353.html>

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