

Netglobers: from a social network to a round-the-world trip with "2nd Chance"



ELLEN HALFWERK, FROM THE NETHERLANDS, IS AWARDED IN PARIS AS THE WINNER OF "2ND CHANCE", THE EUROP ASSISTANCE INTERNATIONAL COMPETITION

Around the world in 80 days? Not just the title of a great book, but everyone's dream too.

In June, the **Europ Assistance group** launched the **"2nd Chance" competition** to promote the fledgling **Netglobers**, the new **social network dedicated to travel health and safety**. To enter and win a **trip around the world worth 20,000 euro** all you had to do was to register and publish one or more travel reports.

The response was overwhelming - over 15,000 registered members and more than 1,500 travel reports.

The winner, **Ellen Halfwerk**, Dutchwoman, one of ten finalists voted by the web community, was selected by an international panel of judges for having enhanced Netglobers with useful content for travellers on safety and health in different countries around the world, including Vietnam and Laos. The judges particularly liked the quality of the information provided through the publication of 40 travel reports, complete with important comments on safety, hygiene conditions, ease of getting around and communicating within the country.



Martin Vial, Europ Assistance's CEO, awards Ellen Halfwerk

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Ellen, besides being a **die-hard blogger**, works for the Marketing and Communication department of Apeldoorn zoo and is big fan of travel, photography and nature. Now she'll be able to work for **6 months** in one of the **Europ Assistance offices worldwide**, as part of the Group's 6,000-strong workforce

17 December 2009 saw **the awards ceremony** held at the Paris office of Europ Assistance Holding and hosted by **CEO Martin Vial**. "I'd like to take this opportunity to thank all those from Europ Assistance who contributed to the success of our initiative worldwide" Vial stressed, "Ellen Halfwerk reflects our values and will give us the chance to share this fantastic adventure through her new travel reports"

Ellen has dreamt of making a round-the-world trip for the past ten years, following her long stay in Australia. Together with the land of the kangaroos, Laos is the country that the winner of 2nd Chance remembers with most love, as it is one of those places that has remained untouched, a place that fills the soul.

Where will she be going first? "I'll definitely be starting with the trans Siberian line, taking the train from Moscow to Mongolia. Then I'd like to head for Burma, China, New Zealand, and go back to Australia and Laos again", concludes Ellen. With her rucksack already on her back, you can bet there's no stopping her now!



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