



## Media Release

Date: Aug 20th, 2015

From: Elise Lavallée, Sales & Marketing Coordinator – BSI Insurance

Subject: BSI Insurance donates \$2000 to the Steinbach Family Resource Centre

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**Steinbach, MB – August 18, 2015** – BSI Insurance has donated \$2000 to Steinbach Family Resource Centre for the purchase and construction of equipment for their new playground. This playground will be an area for children to play and learn about traffic signs to help the kids identify them in the real world. The playground is anticipated to be completed by August 2016. The Steinbach Family Resource Centre has now raised \$18,500 of their \$125,000 fundraising goal. This donation is done in part with the BSI - Because We Care initiative.

**Picture** – Matt Neufeld, Family Protection Specialist at BSI Insurance presents a cheque to Vicki Olatundun, Executive Director, Steinbach Family Resource Centre.

**Because We Care** – This initiative will see approximately \$30,000 in donations annually distributed between its 15 locations and neighbouring communities. BSI recognizes the need to support local initiatives that strive to improve its communities.

**About BSI Insurance** - BSI Insurance has 15 brokerages in Southern Manitoba and has incorporated a culture of caring about its customers, communities and employees. While still focusing on what matters; BSI's large brokerage base offers its customers choice, convenience and a tailored insurance policy for their needs.

*Attached Picture (R-L) – Vicki Olatundun, Executive Director Steinbach Family Resource Centre, and Matt Neufeld Family Protection Specialist of BSI Insurance.*