



## Media Release

Date: July 22<sup>nd</sup> 2016,

From: Elise Davy, Marketing Specialist – BSI Insurance

Subject: BSI Insurance donates \$1000 to the Altona & District Palliative Care

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**Altona, MB – July 26, 2016** – BSI Insurance Brokers donates a \$1,000 cheque to the Altona & District Palliative Care towards their Volunteer program operating budget. The Palliative Care Volunteer Program was established in 1999 with a goal of providing practical & emotional support to clients & their families as they face end of life issues. The Palliative Care Volunteer Program is dependent on fundraising for its entire \$20,000 operating budget & any additional capital projects they partner with at Altona Health Centre. Altona & District Palliative Care holds one signature fundraising event in the spring and receives an annual grant from Town of Altona, & United Way. To date, BSI has helped them meet approximately half of their annual operating budget along with other donors.

**Picture** – Brian Penner of BSI presents cheque to Ruth Schroeder, Palliative Care Volunteer Coordinator and Anne Doerksen, Palliative Volunteer Program Board Subcommittee Chair.

**Because We Care** – This initiative will see approximately \$30,000 in donations annually distributed between its 16 locations and neighbouring communities. BSI recognizes the need to support local initiatives that strive to improve its communities.

**About BSI Insurance** - BSI Insurance has 16 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 (L-R) – Brian Penner of BSI presents cheque to Ruth Schroeder, Palliative Care Volunteer Coordinator and Anne Doerksen, Palliative Volunteer Program Board Subcommittee Chair.*