



Media Release

Date: March 8th 2016,

From: Elise Davy, Marketing Specialist – BSI Insurance

Subject: BSI Insurance donates \$2000 to the Crow Wing Trail Association

St-Pierre-Jolys, MB – Feb 22, 2016 – BSI Insurance Brokers donates a \$2,000 cheque to the Crow Wing Trail Association toward the Trailhead Sign Project. The trail is the longest section of the Trans Canada Trail in Manitoba. At 191 kms long, it connects Emerson to Winnipeg through the municipalities of Emerson-Franklin, De Salaberry, St-Pierre-Jolys, Niverville, Ritchot and the Roseau River First Nation. The trail previously used as a transportation route for goods is now used as a recreational trail to enjoy nature through birdwatching, cycling, exploring and even for historians, artists and photographers. The trail is as varied as the multicultural makeup of this region.

BSI has helped The Crow Wing Trail complete their fundraising total of \$9000.00 for the design and production of the first trail head sign on the floodway. The sign will be the design of a historical trail map by renowned local artist Réal Bérard and expected to be completed by Summer 2016.

Picture – Ray Maynard of BSI presents cheque to Ron Mamchuk, Councillor for RM of Ritchot, Charlie Nelson, Elder for Roseau River First Nation, Murielle Bugera, representative for the Village of St-Pierre-Jolys and President of The Crow Wing Trail Association.

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 (L-R) – Ron Mamchuk, Councillor for RM of Ritchot, Charlie Nelson, Elder for Roseau River First Nation, Raymond Maynard, Account Executive BSI Insurance Brokers, Murielle Bugera, representative for the Village of St-Pierre-Jolys and President of The Crow Wing Trail Association.

