



Media Release

Date: February 13, 2018

From: Jessica Lazaruk, Advertising & Promotions Coordinator with BSI Insurance

Subject: BSI Clients Help Donate 800lbs of Baby Items to Local Project

Winnipeg, MB – February 12, 2018 – BSI Insurance has donated 800 pounds of baby items to You Can't Spoil a Baby. From January 15 to January 27 each of our 16 BSI Insurance branches became a drop off location for once loved or new baby items. Within the 800 pounds of items collected there is a crib, bouncy chairs, baby swings, monitors, jolly jumpers, strollers, a car seat, roughly 100 books, dozens of baby toys, a dozen boxes of diapers, and over 4,500 pieces of clothing in various sizes. You Can't Spoil a Baby is a local non-profit project which supports Manitoban families in need during their babies' first year of life. Thank you to everyone who stopped by a BSI Insurance branch to donate! This donation is made through BSI Insurance's Because We Care Initiative.

Picture – Mountain of donations collected for You Can't Spoil a Baby.

Because We Care – Because we care about our customers, employees, and the communities we operate in, we created the Because We Care Initiative. Through this initiative we contribute to individual and community causes as well as larger community projects.

About BSI Insurance - BSI Insurance was founded in Manitoba in the early 60's. Our consistent dedication to customer service has allowed us to grow 16 brokerages strong across Southern Manitoba. As a broker our main priority is providing insurance products and services that give our customers choice, convenience, and customizable coverage.