



HOCKEY HELPS

It's not often a page of prose in a trade magazine inspires a hockey game, but hey, this is Canada, and the publication in question is the one you're leafing through.

It seems the staff at **Red River Mutual**, based in Altona, Man., was pleased with the article *Insurancewest Prairies* editor Ron Shorvoyce wrote about the company for our annual Helping Hands supplement. They also appreciated the \$1,000 donation magazine publisher Bill Earle made to RRM's charity drive, his way of thanking contributors for participating in the popular industry feature.

The insurer's social committee decided to come up with a scheme that would match our donation as well as raise an additional \$2,000, for a total of \$3,000, all of which would be earmarked for those in need. Since many of the company's 76 employees, both men and women, played hockey, a charity game seemed like a deft way to have fun and do some good. So the hockey-playing staffers divided themselves into two squads (pictured), the Parago Pack and Five Minutes for Fighting, and the puck, as they say, was dropped.

When the final buzzer sounded, Five Minutes for Fighting was ahead 12-8, and not a single serious head injury was reported. More importantly, a total of \$4,510 had been raised, which was shared by the local food bank and The Empty Stocking Fund. There's already talk of another game next year.

The article that started it all, which explains the many ways in which Red River Mutual gives back to its community, appeared on pages 28 and 29 of our September 2011 issue. It's worth another read at www.insurancewest.ca. IW