



Media Release

Date: March 27, 2019

From: Lisa Kirk, Human Resources Manager, BSI Insurance

Subject: *BSI Insurance Donates to the Richer Community Club Inc. - Pavilion Style Cover Over Outdoor Rink*

Richer, MB – BSI Insurance has donated to the Richer Community Club to help with the purchase of a Pavilion Style Cover for the Outdoor Rink. The cover will make it more appealing to the community and region as weather would play a smaller part in affecting events and make it available to a larger variety of activities.

This is an important recreation facility which services the Richer Community and area and runs many events throughout the year, such as the Richer Rodeo. This donation is made through BSI Insurance's Because We Care Initiative.

Picture (L-R) – Tammy Bydeley (BSI Steinbach Team Leader) and Laura Zimmerman, (President of the Richer Community Club)

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 donate roughly \$25,000 annually to communities we operate in and around. This initiative allows us to 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.