



## MEDIA RELEASE

### Insurance Brokers Support Local Food Banks

#### *Provincial insurance donation drive a success*

May 25, 2020

**Winnipeg, MB** – From May 12-22, 2020, the Insurance Brokers Association of Manitoba (IBAM) and its member brokerages held a **Matching Donation Drive** in support of Winnipeg Harvest to help give back to families in need during the COVID-19 pandemic.

The total amount raised by insurance brokers across the province was \$35,000. In addition, IBAM's members and colleagues volunteered at Winnipeg Harvest on May 16, 2020 to help the cause.

“Insurance brokerages donate to over 6,000 local charities and causes each year and we are very supportive of the communities where we live and work. When the opportunity to help Winnipeg Harvest came up, brokerages embraced it with open arms” said Grant Wainikka, CEO, IBAM.

Even with restrictions easing throughout the Province, there have been a record number of families requesting help from Winnipeg Harvest this spring, and that need continues.

“Winnipeg Harvest’s goal is to feed hungry families and individuals across Manitoba,” said Keren Taylor-Hughes, CEO of Winnipeg Harvest. “There is still a long road ahead, but generosity like this helps us continue to support those impacted by COVID-19. Thank you IBAM for being Harvest Heroes.”

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**About IBAM:** The Insurance Brokers Association of Manitoba (IBAM) is a not-for-profit association that represents over 2,000 property and casualty (P&C) insurance brokers, in 300 store fronts in over 120 communities across Manitoba. The Association’s objective is to advocate for consumers of insurance and to uphold the professional standards of insurance brokers. IBAM promotes qualified service and integrity among brokers and works to ensure that consumers of insurance have professional advice and freedom of choice in their selection of property and casualty (P&C) insurance coverages.

**About Winnipeg Harvest:** Winnipeg Harvest is a not-for-profit charitable organization committed to providing food to hungry Manitobans. Winnipeg Harvest shares food with more than 300 partner agencies including food banks, soup kitchens, and youth programs, in order to distribute surplus food to hungry families all over Manitoba.

#### **For more information:**

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