



NEWS RELEASE

Durham Insurance Brokers Roll Up their Sleeves At Annual Broker Blood Donation Drive

OSHAWA, May 21, 2009, Today, the Insurance Brokers Association of Durham held its Annual Canadian Blood Services Awareness Day. Brokers from across the Durham region, along with their family and friends rolled up their sleeves in record numbers to donate blood. The 7-hour donor drive took place at the new Canadian Blood Services (CBS) clinic on Harmony Road North in Oshawa. The state-of-the-art clinic opened recently and is the only permanent clinic in the community.

"Over half of Canadians themselves or their family members will need blood or blood products for surgery or for a medical treatment," said Judy Bell, President of the Insurance Brokers Association of Durham. "We're happy to partner with the CBS to make sure there is blood available when people need it the most."

Building on their commitment to the Durham community, the local insurance brokers also donated 50 fleece magenta blankets to the Canadian Blood Services Clinic and to individual donors that will help provide comfort to donors while giving blood.

Over the past year alone, insurance brokers from across the province have donated thousands of the fleece magenta blankets to a variety of charities including such large organizations as the Canadian Ski Patrol System and smaller local causes such as community women's shelters, fire stations and support centres in towns and cities across Canada.

Insurance brokers are known for their commitment to their community and keeping Ontarians safe. Providing support for local charities and organizations are examples of how insurance brokers look out for their community. As local independent business owners, the association members believe strongly in giving back to their community.

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The Insurance Brokers Association of Durham is a voluntary organization serving the interests of independent insurance brokers in the Durham region.

For more information please contact:

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Richard Hall

From: Emilie Smith [esmith@impactcanada.com]
Sent: Wednesday, May 27, 2009 10:32 AM
To: Richard Hall
Subject: Durham Media List

Hi Richard,

The release went to the following media outlets.

Ajax-Pickering News Advertiser
CHEX-TV
CJKX-FM
CKDO-AM
CKGE-FM
The Oshawa Central
Rogers Television - Durham
This Week Newspapers
Whitby This Week

-Emilie

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