

IBAC Purple Blanket Campaign **August to October 2007**

SUMMARY – A donation with a twist

Every year, IBAC provides blankets to worthy organizations across Canada as part of a major national network of charitable giving. This year's Purple Blanket Program on the Hill came with a twist that resulted in helping even more community groups from across Canada, in addition to building strong relationships with Parliamentarians.

At the reception following the Lobby Day last June, IBAC drew the names of six Members of Parliament, representing Canada's different regions. These MPs would be given 50 blankets each, which they would be invited to donate to a worthy cause in their riding. In addition to the six names drawn, one MP was so intrigued and impressed by the program that she personally requested 50 blankets to donate to a charity in her riding.

The logo promoting insurance brokers represents a stylized human figure, wrapped in a symbolic blanket, indicative of many positive things: comfort, care, security, warmth.

COORDINATION – Purple Blankets make their way across Canada

Together with IBAC, Impact Public Affairs coordinated seven blanket presentations across Canada. Each presentation was attended by the MP receiving the blankets, a local insurance broker, as well as one or more representatives of the selected charity/charities.

At the presentations, the representatives of each charity were presented with a purple blanket, symbolic of the donation of 50 blankets, as well as a personalized letter from IBAC.

RESULTS – A positive local and national impact!

The blankets, embroidered with the "bipper" will be a lasting symbol in each of these communities for years to come.





Port Moody Blanket Presentation – October 2nd, 2007

Dawn Black presented blankets to:

- SHARE Community Services Society

In this photo: Staff and volunteers from SHARE, Dawn Black (in dark suit) and Brent Atkinson from Atkinson and Terry Insurance Brokers

Yellowknife Blanket Presentation – August 17th, 2007

Dennis Bevington presented blankets to:

- Salvation Army
- The Centre for Northern Families
- YWCA

From left to right are: Julie Benreddad, Salvation Army; Kate Wilson with YWCA; Dennis Bevington; Pearl Obleman (Artic Insurance); Ernie Lennie with the Centre for Salvation Army; Tony Martin and Kerry King, with the Centre for Northern Families.



Lethbridge Blanket Presentation – August 30th, 2007

Rick Casson presented blankets to:

- Kristine Cassie from YWCA Lethbridge & District (wearing orange jacket)
- Rita Boltizar from Woods Homes (white shirt)

Also in attendance: Ken Dueck from Hunt Insurance Agencies Ltd



**Guelph Blanket Presentation –
August 13th, 2007**

Brenda Chamberlain presented blankets
to:

- Sister Christine from "Drop in
centre in Guelph"

*Also in attendance: Jim McGregor from
Precept Group*



**Longueuil Blanket Presentation –
August 24th, 2007**

Caroline St-Hilaire presented blankets to:

- Marlène Poirier from Carrefour pour
elle

Also in attendance: Karine Beaudoin from RCCAQ

**Québec Blanket Presentation –
September 12th, 2007**

Christiane Gagnon presented blankets
to:

- Christiane Allard from Centre de
Crise de Québec

*Also in attendance: Michel Bertrand from
Courtiers Unis Assurances Michel Bertrand &
Associés inc.*





Saint John Blanket Presentation – September 4th, 2007

Paul Zed presented blankets to:

- Major Carson Durdle and a colleague from Salvation Army, Booth Residential Services

Also in attendance: Stephen Halsall from Halsall Insurance Ltd.

Founded in 1921, the Insurance Brokers Association of Canada, through its 11 provincial and regional member associations, represents over 32,000 property and casualty insurance brokers across Canada.



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