



JUNE 11 IS BIKE-TO-WORK DAY

May 21, 2010

Windsor, Ontario – They take to the roads with only two thin tires between them and the unforgiving pavement. They are not daredevils or extreme-athlete-adrenaline-junkies.

They are bicyclists riding from Leamington, LaSalle, Windsor and Harrow to work at Southland Insurance Brokers Inc.

Did you know?

Bike-to-Work Day began with the League of American Bicyclists in 1956.

June 11 is Bike-to-Work Day (June 18 is the rain date) and Southland Insurance Brokers Inc. is on pace for 120 employees to participate.

“The number of staff taking part has doubled every year since 2005,” explains Ron Uprichard, a member of Southland’s Social Committee and avid cyclist.

Southland received the Gold Award in 2008/2009 from Health Action Windsor-Essex and the Windsor-Essex County Health Unit. More than 60 Southland staff members took part, biking over 860 kilometres and burning almost 50,000 calories.

“Southland Insurance is committed to encouraging its employees to pursue healthy, active lifestyles,” says Southland President, Stephen Savage. “We want the best for our staff and it all begins with good health.”

Riders will be treated to a company-sponsored barbecue lunch, fruit and energy drinks throughout the day, door prizes and educational seminars on bicycle safety conducted by local bike retailers.

Bike-to-Work Day is one of the many community events Southland Insurance Brokers Inc. supports. The company was also recently involved with the Windsor-Essex County Injury Prevention Coalition “D.O.N.T.” (Drive Only Never Text) initiative to prevent distracted driving through education. Southland will also sponsor several appearances by the 2010 Sutherland Cup winning LaSalle Vipers across Windsor and Essex County.

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