



Southland Insurance Honoured Among Area's Outstanding Philanthropists

November 18, 2010 – Southland Insurance Brokers Inc. was honoured by the Association of Fundraising Professionals (AFP) annual Philanthropy Award, at the Canada South Chapter's National Philanthropy Day Awards Ceremony recently at Ambassador Golf Club.

Southland Insurance Brokers Inc. was recognized as an "Outstanding Business/Corporation" because of its continued support of community initiatives, such as:

- WECIPC's D.O.N.T. ("Drive Only Never Text") initiative
- Windsor Hospice
- Alzheimer's Association of Windsor
- LaSalle Food Bank
- Leamington Fire Service
- Windsor Symphony
- Windsor Art Gallery
- Numerous other local events and causes.

"Southland Insurance has been a part of the community in Essex County since 1958," says Southland President Stephen Savage. "There are many people making a difference in Essex County and Southland Insurance is proud to sponsor these worthy efforts. We're very pleased to accept this philanthropy award, but do so on behalf of many people who are doing great work in this area."

The AFP describes the award that Southland Insurance will receive, as honouring "a corporation or its corporate foundation for demonstrating outstanding commitment through financial support and through encouragement and motivation of others to take leadership roles toward philanthropy and community involvement."

Southland Insurance takes part in a number of community initiatives that benefit the health and well-being of Southland employees, such as Bike to Work Day and ongoing blood drives. To encourage participation, Southland offers a free BBQ lunch to all who ride into work, as well as prizes and recognition. And on blood drive days, participants get a free pizza lunch.

This year, more than 30 Southland employees took part in "Movember", which raises money and awareness for prostate cancer. Those who sign up to participate grow moustaches during the month of

November and collect donations from friends and family. Southland has organized in-house events to raise further funds and awareness.

National Philanthropy Day® has been recognized annually around the world on November 15th for the last 24 years.

The AFP Canada South Chapter was incorporated in 2001.

About Southland Insurance Brokers Inc.

Southland Insurance Brokers Inc. was founded in 1958, through the amalgamation of two Leamington insurance brokerage offices. Today, Southland operates offices in Windsor, Leamington, Tecumseh, Harrow and LaSalle. Southland is recognized as one of the leading insurance brokerages in Ontario and as an enthusiastic sponsor of local causes and initiatives.

For more information, please contact Ryan Richardson, Advertising and Promotion Coordinator for Southland Insurance Brokers Inc., at 519-945-4943 extension 4486 or rrichardson@southlandonline.com.