



## For Immediate Release

### Safe Grad celebrations get major funding boost

*Insurance Bureau of Canada matches funds raised through Operation Red Nose*

**Moncton, NB – May 10, 2010** – Insurance Bureau of Canada (IBC) presented \$10,000 to representatives from New Brunswick School Districts 1 and 2 during a toe-tapping fundraiser at the Riverview Arts Centre Saturday night. The \$5,000 donation to each district will help finance Safe Grad events for six high schools in Moncton, Riverview and Dieppe this June.

The presentation was made during the Super Fiddle Show, a Riverview High School Safe Grad fundraiser by acclaimed musicians Ivan and Vivian Hicks.

Bill Adams, Vice-President, Atlantic, IBC, said: “When we heard about the fundraiser, we knew it was a wonderful opportunity for a unique presentation. The Hicks graciously allowed us to share their stage as partners in support of Safe Grad celebrations.”

As well as sponsoring Operation Red Nose in New Brunswick, IBC once again served as the local host organization in Greater Moncton. In this capacity, IBC reaffirmed its pledge to match donations from Operation Red Nose patrons and provided \$5,000 for each of the two school districts.

Amanda Dean, Manager, Government Relations, Atlantic, IBC said: “In the next few weeks, Safe Grad celebrations will be taking place, with music, laughter and fun – all set in a safe environment. IBC is proud to support these events for graduating students. We want young adults to be able to make responsible decisions for years to come – this is embodied in Safe Grad.”

Karen Branscombe, Superintendent for School District 2, said: "District 2 is thankful for the Operation Red Nose program and its volunteers' hard work. Their contribution is so important to Safe Grad activities at our schools. Safe Grad is an integral part of the high school graduation experience and really helps to keep our students safe during this time of celebration."

Anne-Marie LeBlanc, Directrice Generale, Nouveau-Brunswick District Scolaire 1, said: "Students shouldn't have to worry about whether or not they can afford to attend Safe Grad. We are thankful that IBC and Operation Red Nose are helping make this memorable night accessible to all our students."

Safe Grad – an alcohol- and drug-free celebration for graduating high school students – has enjoyed great support over the past number of years among students, parents and teachers alike. Because the events come with significant financial costs, IBC's contributions help ensure that all graduates who make the responsible decision to celebrate safely are able to attend.

Safe Grad events in New Brunswick and Nova Scotia will receive a total of \$30,000 this convocation season, thanks to IBC's support of Operation Red Nose. IBC matches campaign donations in the Halifax Regional Municipality, Sydney, Truro and Greater Moncton.

Insurance Bureau of Canada is the national industry association representing Canada's private home, car and business insurers. Its member companies represent 90% of the property and casualty (P&C) insurance market in Canada. The P&C insurance industry employs over 110,000 Canadians, pays more than \$6 billion in taxes to the federal, provincial and municipal governments, and has a total premium base of \$39 billion.

To view news releases and other information, visit the media section of IBC's website at [www.ibc.ca](http://www.ibc.ca).

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