



Insurance Institute

NEWS RELEASE

For Immediate Release

Largest Participation to Date in “Feed the Minds of Youth” Program

(Toronto, ON – November 12, 2008) – On November 5, nearly 550 grade nine students were introduced to careers in the property and casualty insurance industry at a “Feed the Minds of Youth” luncheon hosted by the Insurance Institute’s Career Connections program, in support of the annual “Take Our Kids to Work™ Day.”

Each year, the Learning Partnership promotes the opportunity for grade nine students to accompany a parent or guardian to the workplace to learn more about work and careers. The Insurance Institute’s Career Connections program hosts “Feed the Minds of Youth” luncheons for organizations who participate in “Take Our Kids to Work™ Day”. The luncheon program was initiated in 2004 as a way for the insurance industry to give back to the community and youth, helping students make the link between school and work and broaden their perspectives on careers.

This year, 58 companies took advantage of the opportunity to lunch at the participating Institute in their area, bringing nearly 300 students (and 150 parents) to hear the message and receive materials about the industry and the *World of Possibilities* offered by careers in insurance. For an additional 30 companies who participated in “Take Our Kids to Work™ Day” but were unable to attend a “Feed the Minds of Youth” Luncheon at one of the 10 participating Institutes, the Career Connections “Event-in-a-Box” provided the materials and format to conduct a similar information session at their site for another 250 students. More than 30 industry professionals acted as Ambassadors, telling students about their career and education journeys and giving students a glimpse at the variety of roles and scope of insurance within the industry.

“As part of our Career Connections program, “Feed the Minds of Youth” demonstrates the Institute’s commitment to informing youth of the multitude of career opportunities available to them in the insurance industry,” said Carey-Ann Oestreicher, vice-president, business development and communications, Insurance Institute. “The program enables companies to structure some meaningful information exchange

where students can come to learn more about insurance in general and about how their parent's role fits in the bigger picture of the insurance industry."

About The Insurance Institute: The Insurance Institute has been educating all sectors of the property and casualty industry since 1899. It is the industry's premier source for professional development. Its mandate is to help people employed in the property and casualty insurance industry stay current with an evolving world and to stay connected with their employer's business and the needs of their clients. The Insurance Institute offers distance learning and in-class programs and is known for its internationally recognized Chartered Insurance Professional (CIP) and Fellows Chartered Insurance Professional (FCIP) designation programs.

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