



## Insurance for Kids: Second Graders Catch On Quickly!

**Westbrook, CT; June 11, 2013**

*SUMMARY: Gowrie Group, a prominent independent insurance agency, worked with a Westbrook CT 2<sup>nd</sup> grade class to help them understand the importance of insurance agents in their community. Students played a game that simulated buying and using insurance, using Monopoly money and matchbox cars.*

[Gowrie Group](#), a prominent independent insurance agency, believes strongly in connecting with the local community. On Tuesday, several Gowrie Group employees made a trip to Westbrook, Connecticut's Daisy Ingraham Elementary School to teach Mrs. Parkhurst's second grade class the basics of the insurance industry. Emily Gumbrecht and Lizzie Baker, Gowrie Group's summer interns led the students through a fun and interactive lesson on what insurance is and why it is important.

The kids learned about many different types of insurance, including home, auto, boat, and medical insurance. The class also discussed various weather events and situations - hurricanes, floods, tornadoes, illness, car accidents - that may result in the filing of an insurance claim.

Emily and Lizzie played a game with the kids to help them better understand the concept of insurance. Students exchanged Monopoly money for "Insurance Promise Cards," which represented insurance for matchbox cars. After students raced and crashed their matchbox cars, Emily and Lizzie helped "repair the damages" to cars owned by students who had purchased insurance. Those who had not purchased insurance for their cars did not receive any assistance after the crash. This hands-on example showed students just how helpful and important insurance can be.



This session was part of a second grade unit on the many different types of "community helpers." The class also took trips to the local post office, town hall, and First Niagara Bank.

Ed Gumbrecht, President and COO of Gowrie Group stated, "We really enjoy reaching out to schools and helping kids learn more about business. I think the kids were surprised to realize that they already know a lot about risk management after living through two hurricanes in the past two years." Cathy Benzi, a Marine Account Manager at Gowrie, and Whitney Peterson, Gowrie Group's VP of Marketing, also helped put together this outreach event.

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