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## **PRESS RELEASE**

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## **FOR IMMEDIATE RELEASE**

### **WORCESTER INSURANCE AGENCY PART OF JOINT DONATION TO STRAIGHT AHEAD MINISTRIES**

Worcester, MA (Nov. 12, 2015) - Insurance Marketing Agencies (IMA) has teamed up with Arbella Insurance to donate \$10,000 to Straight Ahead Ministries, an international organization headquartered in Worcester, dedicated to reducing recidivism among juvenile offenders.

Funds will be used in Straight Ahead Ministries' "Efforts to Outcomes" program measurement, which enables them to track youth progress, measure program outcomes and implement improvements that increase their effectiveness to better serve youth. Since 1987, Straight Ahead has served over 28,000 youth in over 400 secure facilities across the US.

"We are incredibly grateful for our partnership with IMA and the Arbella Foundation," says Scott Larson, President of Straight Ahead. "Their investment in our programs gives us the ability to continue to improve, expand and increase the effectiveness of the work that we are doing with youth."

IMA has been a partner of Straight Ahead Ministries since 2012, when Straight Ahead relocated its national offices to Worcester. IMA provided funding for building renovations and re-entry program development. Peter Herman, President of IMA, introduced Arbella to Straight Ahead, which led to this joint donation, and is part of ongoing support of Straight Ahead. "I think it's so important to support causes you believe in. It's wonderful what Straight Ahead Ministries does for local youth," says Herman.

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About Insurance Marketing Agencies: IMA is a dynamic industry leader providing complete insurance and risk management solutions for their clients through innovation, strategic partnerships and warm friendly service. IMA has been delivering business, personal and group benefit insurance since 1924. They pride themselves on creating ongoing personal and professional working partnerships with their clients.