



December 2, 2011

For Immediate Release

Gore Mutual Donates an Additional \$50,000 to United Way at Eleventh Hour

With less than a week left in their 2011 campaign, the United Way of Cambridge and North Dumfries is facing a significant shortfall. Learning of this shortfall, Gore Mutual Insurance Company announced today they are providing an additional \$50,000.

A long time supporter of United Way, this additional donation brings Gore Mutual's 2011 United Way contribution to over \$130,000.

"Gore Mutual cares deeply about this community," says Kevin McNeil, President and CEO of Gore Mutual. "Along with our corporate donation, our employees have showed their spirit to give by raising 18% more than last year in our employee United Way campaign. We hope others feel the same way and will step up to offer support before it is too late so that critical programs and services are not reduced."

The United Way of Cambridge and North Dumfries is still about \$250,000 short of their \$2.74-million goal.

"Gore Mutual's announcement comes at a critical time and their donation will make a significant difference in the lives of many," says Brian Krinock, 2011 United Way Campaign Chair and President of Toyota Motor Manufacturing Canada Inc. "Now more than ever, we need people and companies to follow Gore Mutual's lead and reach deep into their hearts to find a way to contribute to the United Way. We ask for everyone's participation in the final push over the next week to eliminate the shortfall. It's not too late!"

A long time United Way supporter, Gore Mutual has a significant history of giving back and demonstrating their Canadian pride. In the 1930s, at the height of the Great Depression, they built their head office in Cambridge, creating a significant number of local jobs at a time when they were most needed. Gore Mutual and their foundation provide funding to over 100 charitable organizations each year, supporting social services, education, health, cultural and environmental activities.

"One of our corporate values is '*commitment to community*,'" says Charlie Cipolla, Chair, Board of Directors of Gore Mutual. "We are very proud of this. We recognize the important work United Way does in helping to make our community a better place for all. Please join us in helping United Way achieve their goal."

To support United Way please call (519) 621-1030, donate online at www.uwcambbridge.on.ca, or mail donations to United Way of Cambridge and North Dumfries, 150 Main Street, 2nd floor, Cambridge Ontario N1R 6P9.

About Gore Mutual:

Gore Mutual has been offering Canadians a stable, long-term solution for their insurance needs since 1839. They distribute their products exclusively through independent insurance brokers. The company provides both personal and commercial insurance through their offices in Cambridge, Ontario and Vancouver, British Columbia. Gore Mutual is the only insurance company to be ranked above average in every performance category in the most recent survey completed by the Insurance Brokers Association of Ontario's 10,000+ members. For more information please visit www.goremutual.ca.

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About United Way:

United Way is a volunteer-driven organization committed to matching community resources to pressing local issues, such as neighbourhoods in poverty, and children and youth. Further information about the United Way of Cambridge and North Dumfries is available at www.uwcambridge.on.ca

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