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**FOR IMMEDIATE RELEASE**

**Gore Mutual Promotes Broker Brand**

Gore Mutual is excited to participate in IBAO's MyInsuranceShopper.ca campaign, as they continue their efforts to champion the broker channel.

"We are proud to support a broker brand," says Kevin McNeil, President and CEO of Gore Mutual. "Our interest has always been to help our broker partners build awareness for their brand. Building on this and supporting a channel brand will benefit brokers as they reinforce the significant and distinct value they deliver from direct writers."

"Gore Mutual believes Canadians are best served by an independent broker," adds McNeil. "For that reason we will not own brokers, we will not compete directly with brokers, and we will not do a deal with a retailer to distribute products."

For More Information:

About Gore Mutual:

Gore Mutual has proudly served Canadians since 1839. The company provides both personal and commercial insurance through their offices in Cambridge, Ontario and Vancouver, British Columbia. For more information please visit [www.goremutual.ca](http://www.goremutual.ca) or contact:

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