



December 3<sup>rd</sup>, 2008

**GORE MUTUAL OFFERS OVER 60,000 FREE TAXI RIDES  
THIS NEW YEAR'S EVE**

Gore Mutual Insurance Company celebrates a safe holiday season by offering their automobile clients a free taxi ride on New Year's Eve.

"We are very proud of our New Year's Eve taxi offer," says Kevin McNeil, President and CEO, Gore Mutual. "Along with our broker partners, we are pleased to help our clients enjoy a safe New Year's Eve."

"Road safety is the number one concern for many citizens. Gore Mutual has taken a leadership role in the prevention of impaired driving with its New Year's taxi program. We are very proud to work in a continued partnership with the staff at Gore Mutual to make sure this New Year's Eve is safe for everyone using our roads," said Waterloo Regional Police Chief Matthew Torigian.

As a safety conscious company, Gore Mutual has been offering this program for many years because keeping families safe is important to them.

Gore Mutual automobile clients received a letter and voucher for their taxi ride – up to a maximum of \$15.00 - just before Christmas.

The taxi offer is just one of the many ways Gore Mutual shows gratitude to their clients and the communities in which they live.

For More Information:

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**About Gore Mutual Insurance Company**

Gore Mutual has been proudly serving 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).