



December 9, 2009

GORE MUTUAL OFFERS OVER 70,000 FREE TAXI RIDES THIS NEW YEAR'S EVE

Gore Mutual Insurance Company is once again offering their Ontario 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. "As a safety conscious company, we have been offering this program for many years because keeping families safe is important to us."

"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.

Gore Mutual automobile clients will receive 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 and their broker partners show gratitude to their clients and the communities in which they live.

For More Information:

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About Gore Mutual

Established in 1839, Gore Mutual Insurance Company is one of Canada's oldest federally licensed property and casualty insurers. Gore Mutual has been named the #1 insurance company in Ontario by the IBAO. Gore Mutual has also been recognized as one of Waterloo Region's Top Employers for 2010.

The company provides both personal and commercial insurance through their offices in Cambridge, Ontario and Vancouver, British Columbia. For more information, visit www.goremutual.ca.