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FOR IMMEDIATE RELEASE

GORE MUTUAL NAMED UNITED WAY COMMUNITY SPIRIT AWARD RECIPIENT

Gore Mutual Insurance Company is proud to recognize the generous efforts and dedication of their western employees during the 2007 United Way campaign. On January 17th, the employees of the Vancouver Gore Mutual office were presented a Community Spirit Award for Best Employee Campaign in 2007, at the United Way Spirit Award celebration.

“This year our United Way campaign donations increased by 46%, and with 90% employee participation we were able to reach our highest employee contribution to date”, said Terrilynn Halladay, Personal Lines Supervisor, Gore Mutual Insurance Company.

“We are very proud of the efforts of the Vancouver employees for an outstanding campaign,” said Kevin McNeil, President and CEO, Gore Mutual Insurance Company. “Gore Mutual’s BC team exemplifies our core value of supporting our community.”

This year the creative staff enjoyed a ‘Fantasy Island’ theme. Their goal was to raise funds to help the United Way make fantasies come true for those in need.

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.

*Photos available upon request.