



NEWS RELEASE - FOR IMMEDIATE RELEASE

Gore Mutual Donates \$157,000 as Part of Its 150 Ways Campaign

Cambridge, ON, June 27, 2017 As part of its year-long 150 Ways campaign, Gore Mutual Insurance Company has donated another \$157,000 to 46 charities in Ontario and British Columbia.

Organizations receiving grants from Gore Mutual through its Foundation include Canadian Cancer Society, Trillium Health Partners Foundation, Ronald McDonald House Charities South Central Ontario, Cystic Fibrosis Canada, Lion's Camp Dorset, Childcan, Grand River Hospital Foundation, Red Deer Food Bank and more.

Gore Mutual launched its 150 Ways campaign in January with the promise of giving \$1 million to help better Canadian communities in 150 ways in celebration of Canada's 150th anniversary. With the half-way mark of the campaign approaching this weekend, Gore Mutual and its broker partners have already donated over \$1.1 million to help nearly 80 charities as part of 150 Ways. Although its \$1 million target has already been surpassed, the campaign will continue running until the end of 2017.

"The reaction that 150 Ways has received from our broker partners has been fantastic," said Heidi Sevcik, President and CEO of Gore Mutual. "They have nominated many amazing organizations to receive grants. By working together with our broker partners, we have been able to make a greater impact in our communities. Thanks to their support, we have already reached our \$1 million goal. It is exciting to see where we will land when the campaign finishes in December."

Gore Mutual has been posting articles about the charities that have received grants as part of the campaign on goremutual.ca/150ways. The articles include information about how the donations are being used to strengthen communities and include quotes from the charities and the brokerages that nominated them.

Magermans & Raes Insurance Brokers is one of the many Canadian insurance brokerages who have participated in 150 Ways so far. They nominated Big Brothers Big Sisters of Sarnia-Lambton to receive a \$5,000 grant.

"Gore Mutual's generosity in supporting the communities in which they do business is just one of the many things that sets them apart as a true Canadian insurer," said President Tony Magermans.

James W. Gordon Insurance Brokers chose to support Northumberland Hills Hospital Foundation through 150 Ways by nominating the organization for a \$3,000 grant.

"We teamed up with Gore Mutual Foundation because they are proactive in supporting their brokers and the communities where they live and work. They are always trying to stay ahead of the curve and their 150 Ways campaign is another example of this. While not one of the biggest insurers in Canada, Gore Mutual has one of the biggest hearts and we're proud to be partners with them," said owner Jamie Gordon.

The Gore Mutual Foundation was established in 1998 to support Gore Mutual's broker partners and their communities through dollar-matching incentives and granting funds across three main charitable categories that include youth, community and safety. To date, the Foundation has granted over \$10 million to help more than 650 charities and has partnered with over 280 brokers to double the impact on their shared communities.





Watch Gore Mutual 150 Ways video: <https://vimeo.com/195506015>

Visit the Gore Mutual 150 Ways page: www.goremutual.ca/150ways

About Gore Mutual

Founded in 1839, Gore Mutual is Canada's oldest property and casualty insurer, with over \$410 million in premiums and over \$1 billion in assets as of December 31, 2016. Based in Cambridge, Ontario and Vancouver, British Columbia, this Canadian-owned and operated mutual company employs over 350 people and is known for its investment in people, technology and innovation. With a long standing commitment to genuine personal service, and with InsurTech partnerships such as **BrokerLift**, Gore Mutual is an unwavering supporter of its network of insurance brokers, who offer the highest standards of service, choice and advocacy to Canadian customers. Gore Mutual was voted the #1 insurance company by the Insurance Brokers Association of Ontario (IBAO) in 2014 and certified as a "Great Place to Work" in 2016. The Gore Mutual Foundation strengthens Canadian communities by supporting local initiatives and has donated more than \$10 million to over 650 charities.

Learn more about Gore Mutual at goremutual.ca.

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