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NEWS RELEASE – FOR IMMEDIATE RELEASE

Gore Mutual Receives Design Award for Its Fast Forward Event

Cambridge, ON, November 10, 2017: Gore Mutual Insurance Company is proud to announce that it has won an Award of Merit at the Association of Registered Graphic Designers' (RGD) annual In-House Design Awards for its highly-successful June 2017 Fast Forward event.

RGD's In-House Design Awards recognizes the work of designers and creative teams within Canadian corporations, organizations and government. The 2017 awards presentation ceremony took place at Toronto's St. Lawrence Centre on November 8. Along with Gore Mutual, other organizations that received Awards of Merit include the LCBO, Rogers, Royal Ontario Museum, OCAD University and Deloitte.

Fast Forward 2017 was an exclusive one-day forum presented by Gore Mutual to give insurance brokers a forward look at the challenges of their rapidly changing industry. The event featured talks by David Suzuki, Chris Hadfield and futurist Jim Carroll along with a series of expert panels that tackled head-on the enormous changes taking place in insurance and beyond.

From a design standpoint, with Fast Forward, Gore Mutual worked to craft a branded experience that blasted away attendee preconceptions about how insurance events were supposed to be and established Gore Mutual as a modern, inspiring company in its industry.

"Fast Forward was a very unique event for the Canadian insurance industry," said Laurence Smink, Creative Services Manager at Gore Mutual. "It was important to make sure that it didn't look or feel like a typical insurance event. We wanted to showcase our amazing speakers and capture the energy and excitement of the event. We created lots of big bold graphics, entertaining videos, music – everything was done to create an entertaining brand experience that showed that we're not what you expect."

"Our in-house creative team continually produces stand-out work which has elevated our brand, visibly and boldly differentiates us from competitors," said Paul Jackson, Vice President of Sales, Marketing and Distribution at Gore Mutual. "We set out to make Fast Forward a landmark event in our industry and its amazing, award-winning design work definitely elevated the stature of the event and is a reason why insurance brokers are still talking about what they experienced there."



Due to the overwhelming success of Fast Forward, Gore Mutual has announced that the event will take place again next year on June 14 at Koerner Hall at Toronto's Royal Conservatory of Music. Fast Forward 2018 will include illustrious Canadians Rick Mercer and Peter Mansbridge along with more captivating and dynamic design work from Gore Mutual's in-house creative team.

About Gore Mutual

Founded in 1839, Gore Mutual is Canada's oldest property and casualty insurer, with over \$410M in premiums and over \$1BN 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 Workplace" in 2017 for the second time. The Gore Mutual Foundation strengthens Canadian communities by supporting local initiatives and has donated more than \$10M to over 650 charities. **Learn more about Gore Mutual at goremutual.ca.**

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