



NEWS RELEASE – FOR IMMEDIATE RELEASE

Gore Mutual Asks for Public’s Help to Decide Where to Donate \$30,000 for Giving Tuesday

Cambridge, ON, November 10, 2017: Gore Mutual Insurance Company has announced that it will be giving \$30,000 to Canadian charities on November 28 in celebration of Giving Tuesday.

Giving Tuesday is an international movement that takes place each year after Cyber Monday. Dubbed the “opening day of the giving season,” it is a day where charities, companies and individuals can join together to share commitments, rally for their favourite causes and think about others.

The company is asking for its insurance brokers, customers, and Canadians across the country to help them choose charities for the Gore Mutual Foundation to give to on Giving Tuesday. People can nominate their favourite charities on one of Gore Mutual’s social media channels using #GivingTuesdayCA #GoreMutual before November 21. The nominations will be compiled and all of Gore Mutual’s employees will vote on which charities should receive donations. Six charities will be selected and each will be given \$5,000 on November 28 for Giving Tuesday.

“As a modern mutual company, we’re built on the idea of people helping people,” said Heidi Sevcik, President and CEO at Gore Mutual. “We strongly believe in supporting initiatives that help build stronger communities across Canada and a brighter future for the people who live in them. With our Giving Tuesday campaign, we are excited to hear from people across the country about all the different charities doing great work in their communities.”

“What makes Giving Tuesday such a wonderful initiative is that it is a public movement that welcomes each and every one of us to get involved,” said Farouk Ahamed, Chair of the Board at Gore Mutual. “This is one of the reasons why we are encouraging people to share suggestions for charities that the Gore Mutual Foundation can support on Giving Tuesday. We are all in this together, and together we can make a difference.”

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.

Watch Gore Mutual’s Giving Tuesday video: <https://www.youtube.com/watch?v=GbbCKMhjE8s>





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.**

For further information: MEDIA CONTACT: Shawn Despres, Communications and Online Marketing Specialist, 1-800-265-8600 ext. 2676, Email: sdespres@goremutual.ca

