

NEWS RELEASE – FOR IMMEDIATE RELEASE

Gore Mutual Increases Social Media Campaign to \$40,000 becoming one of the Largest GivingTuesday Gifts this Year

Cambridge, ON, November 28, 2017: Earlier this month, Gore Mutual Insurance Company launched a social media campaign asking Canadians across the country to nominate their favourite charities for the chance to receive one of six \$5,000 cheques on Tuesday, November 28 for GivingTuesday. The international movement, which follows Black Friday and Cyber Monday, encourages individuals, charities and corporations to give back.

Gore Mutual's campaign, which began on November 10, surpassed expectations and captured the attention of Canadians across the country on social media who rallied to nominate nearly 400 charities. In reaction to the outpouring of support, the company expanded its giving to award an additional 10 charities \$1,000 each.

"We were amazed by the magnitude of response and coordinated efforts from the public to have their charity recognized for their community work," said Heidi Sevcik, President and CEO of Gore Mutual. "In response, we quickly expanded our giving from six charities to sixteen. This campaign is important to our company as we continue to think holistically about our work and the positive impact we can make in our communities."

The GivingTuesday gifts totaling \$40,000 are the latest in a broad series of grants the company has made this year. This past January, Gore Mutual launched its 150 Ways campaign with the promise of giving \$1 million to help Canadian communities in celebration of Canada's 150th anniversary. Nearing the close date of December 31, the company has surpassed its initial goal with help from its broker partners, granting more than \$1.3 million dollars to the benefit of community hospitals, youth education and more.

"As a modern mutual we're constantly refining the role of our company in society," said Farouk Ahamed, Board Chair at Gore Mutual. "We are looking for more ways to align our business and charitable efforts so that we place priority in caring for people, delivering positive social impact and building healthy communities."

Following the closing of nominations on November 21, employees at Gore Mutual's offices in Cambridge and Vancouver selected six charities to each receive a \$5,000 grant. Included were Hamilton's McMaster Children's Hospital Foundation, Children's Aid Foundation of Canada, Canadian Mental Health Association of Waterloo Wellington, Lisaard House in Cambridge, Alzheimer's Society of B.C. and Mental Illness Family Support Centre Society in Vernon, British Columbia. The campaign enthusiastically ends today as Gore Mutual staff and broker partners personally deliver cheques to the Canadian charities.



"We're so encouraged to see Canadian businesses embrace the spirit of GivingTuesday. The donation from Gore Mutual is one of the largest we've seen this year," says Lys Hugessen, President of GIV3, one of the organizers of GivingTuesday. "Thank you to every Canadian who is making a commitment to giving back, as we turn our attention from shopping toward helping our communities."

About GivingTuesday

GivingTuesday was launched in Canada in 2013 by GIV3 and CanadaHelps.org. GivingTuesday is a day for the entire charitable sector and encourages all Canadians to join the movement and give and volunteer for charities of their choice. GivingTuesday was originally founded in the US by 92nd Street Y in partnership with the UN Foundation. Learn more about GivingTuesday at givingtuesday.ca.

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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