



NEWS RELEASE – FOR IMMEDIATE RELEASE

Gore Mutual Celebrates 180 Years of Success, Innovation and People

Cambridge, ON June 18, 2019: Today marks the 180th anniversary of Gore Mutual Insurance Company, Canada’s oldest property and casualty insurer.

On June 18, 1839 – 28 years before Confederation – the first meeting and founding of the Gore District Mutual Fire Insurance Company (the name was shortened to Gore Mutual Insurance Company in 1959) took place at a schoolhouse in Brantford, Ontario. The company had originally hoped to start two years earlier, but plans were put on hold because of the 1837 rebellion demonstrating one of the many ways that Gore Mutual’s history has been tied directly to that of Canada’s.

Now based in Cambridge, Ontario and Vancouver, British Columbia, the past 180 years have seen Gore Mutual grow alongside Canada and adapt to the many challenges the country has faced including wars, market crashes and environmental disasters.

Throughout it all, Gore Mutual has worked to support people with its insurance coverages and by giving back. In 1873, Gore Mutual helped purchase a steam fire engine for the Galt Fire Brigade. During the first World War, it gifted \$50,000 to the War Effort Patriotic Fund and in World War II, it donated another \$100,000. Prime Minister William Lyon Mackenzie King called the company’s 1941 wartime contribution an “inspiring example of freely giving.” In 1998, Gore Mutual formalized its giving by establishing the Gore Mutual Foundation. In 2018, the company learned that Gore Mutual Foundation’s social return on investment for the past 20 years was \$42 million.

“Since 1839, our company has existed to help people in their time of need,” says Heidi Sevcik, President and CEO at Gore Mutual. “Our story is about people working together to overcome adversity by protecting each other and our communities.”

Although Gore Mutual has a proud history, the company is not bound by it. In recent years, the insurer has worked hard to transform nearly every part of its business by investing in talent, customer service, products and technology. The insurance industry is rapidly changing as customer expectations shift and new risks emerge from climate change, cyberattacks and more. Gore Mutual is confident the changes it is making in its business will positively impact its partners, customers and communities as the company readies itself for the next 180 years.

“It is important for us to prepare for the next horizon of our company,” says Sevcik. “Our history is filled with smart, ambitious people who have had innovative ideas and created new solutions that have allowed our company to grow and evolve. This will continue to happen as we go forward, and we are excited about the new opportunities the future will bring.”

About Gore Mutual



Founded in 1839, Gore Mutual is Canada's oldest property and casualty insurer, with over \$442M in premiums and over \$1BN in assets as of December 31, 2018. 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 2018 Best Workplace Canada and a Best Workplace in Financial Services and Insurance. The Gore Mutual Foundation strengthens Canadian communities by supporting local initiatives and has donated more than \$10M to over 650 charities. Learn more at goremutual.ca.

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