

Gore Mutual donates \$150,000 to Canadian Red Cross to support those affected by BC floods

This donation is in addition to the \$150,000 already committed for its GivingTuesday campaign to support 15 Canadian charities

FOR IMMEDIATE RELEASE

November 29, 2021 (Cambridge, Ontario) – As the extreme flooding continues to affect British Columbia, Gore Mutual Insurance Company (Gore Mutual) is donating \$150,000 to the Canadian Red Cross to support disaster relief efforts in the province. The funds will go towards the Canadian Red Cross' British Columbia Floods and Extreme Weather Appeal and enable the Red Cross to carry out relief, recovery, resiliency and risk reduction activities in impacted regions.

“We recognize that it has not been an easy year for residents throughout British Columbia with the catastrophes. While we have been working to support hundreds of customers affected by the wildfires and floods, we feel that it’s our moral imperative to help on a larger scale,” says Andy Taylor, chief executive officer. “We hope this donation will further support the Canadian Red Cross’ efforts to aid residents in immediate need of essentials in wake of this disaster and help communities as they rebuild.”

“The Canadian Red Cross is grateful for the generous contribution from Gore Mutual in support of people impacted by the floods and extreme weather in British Columbia,” says Melanie Soler, vice-president of emergency management for the Canadian Red Cross. “Funds will be used to help address the immediate needs people have as a result of this disaster, as well as support along their road to recovery.”

This donation to the Canadian Red Cross is in addition to the \$150,000 that will be donated to Canadian charities by the Gore Mutual Foundation as part of the company’s GivingTuesday campaign, originally announced on November 17.

The company continues to ask its national network of employees, insurance brokers, customers and everyone across Canada to [**nominate their favourite charities to receive one of 15, \\$10,000 grants from the Gore Mutual Foundation**](#). **The nomination period will close on November 30 at 3 p.m. ET.** As part of ‘Thank you Thursday’ on December 2, the company will officially announce the charity recipients through its social media channels.


Notes Taylor, “As a modern mutual, whether it’s through Gore Mutual or Gore Mutual Foundation, embedded in the foundations of our identity and everything we do will be purpose and social good. Giving is in our DNA and we have a long history of stepping to the plate in times of adversity and national emergency.”

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About Gore Mutual

Built on a foundation of financial strength for more than 180 years, Gore Mutual Insurance Company is one of Canada’s first property and casualty insurance companies. Based in Cambridge, Ontario, we are a Canadian mutual company, with more than 500 employees focused on delivering outstanding insurance products and services to customers. In 2019, we launched our Next Horizon strategy—a 10-year plan—to transform Gore





Mutual from a mid-size regional carrier to a national-scale insurer with an investment of \$50 million over three years invested in talent and technology.

We continue to strengthen Canadian communities through the Gore Mutual Foundation. Over the past 22 years, we have donated more than \$10 million to over 790 charities.

For more information, visit goremutual.ca or Gore Mutual's [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#) pages.

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