

NEWS RELEASE - FOR IMMEDIATE RELEASE

Gore Mutual brings Bruce Croxon and Go ForBrokers App to IBAO 2016

Cambridge, ON, October 12, 2016: Gore Mutual Insurance Company is bringing Bruce Croxon, founder of Lavalife and former star of Dragons' Den, to be Gore Mutual's keynote speaker at the IBAO Convention's Town Hall on Friday, October 21. Croxon will be there as part of the company's commitment to enable the business of brokers in an increasingly competitive landscape. Gore Mutual is also continuing the theme of technology and innovation by gamifying its participation in the conference with the Go ForBrokers app, which was created exclusively for attendees at the three-day event.

Bruce Croxon made his mark as a digital pioneer by co-founding Lavalife in 1988. He currently helms Round13, a company dedicated to investing in growth-stage digital companies like Sprigg Software and Round Assist. With 20+ years of helping young companies grow and three years investing on CBC's Dragon's Den, he has a wide range of deal exposure and practical advice. Croxon will address IBAO Town Hall attendees on the topic of disruption in the business world, and inspire brokers to leverage it and embrace innovation to succeed in a changing industry. As a modern mutual company, Gore Mutual believes in the value of insurance brokers, and has built digital platforms to help them respond to the changing service expectations of consumers.

"Broker success is our success," said Heidi Sevcik, President and CEO of Gore Mutual. "That's why we're excited to bring someone with the status and credibility of Bruce Croxon to speak at our IBAO Convention Town Hall. We hope that the takeaway for brokers will be invaluable strategies for capitalizing on current challenges in the insurance industry."

To enhance the brokers' experience at the convention, Gore Mutual's Go ForBrokers app, available from the four major app stores, was designed to create a memorable experience for attendees primarily through gaming. Besides offering a chance to win great prizes such as an iPad Pro and an Apple Watch, the app will also help brokers find Gore Mutual's hotspots at the convention, increase awareness around the company's bold new brand, and provide valuable information about its staff, speakers and guests.

"We are a company that strongly embraces technology and innovation, so it made sense for us to provide our broker partners with a powerful, value-added app as part of our IBAO participation," said Paul Jackson, Vice President of Marketing, Sales and Distribution at Gore Mutual. "Our goal is to help brokers connect with our staff and products and have fun while they do it."

As a Platinum sponsor of the Convention, Gore Mutual has sponsored the BIP Talk featuring Thomas Accardo, co-founder of BrokerLift, and accomplished business and marketing strategist. Thomas will speak to the topic of *A Broker's Path to Diversification*.

To learn more about Gore Mutual's IBAO 2016 speakers, Go ForBrokers app and follow-up to last year's memorable hospitality suite, visit goremutual.ca/goforbrokers. The Go ForBrokers app is available in the **Google Play** store, the **Apple iTunes** store, **Blackberry World** and the **Microsoft Store**.

About Gore Mutual Insurance Company





Founded in 1839, Gore Mutual is Canada's oldest property and casualty insurer, with approximately \$400M in premiums and \$1BN in assets as at December 31, 2015. Based in Cambridge, Ontario and Vancouver, British Columbia, this Canadian mutual company employs over 300 people and is known for its investment in people, technology and innovation. With a long standing commitment to stability, trust and innovation, 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 Place to Work" in 2016. The Gore Mutual Foundation strengthens Canadian communities by supporting local initiatives and has donated more than \$5M to over 550 charities. **Learn more about Gore Mutual at goremutual.ca.**

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