



NEWS RELEASE - FOR IMMEDIATE RELEASE

Gore Mutual Launches “150 Ways” Campaign with \$500,000 Hospital Grant

Cambridge, ON, January 26, 2017: Gore Mutual Insurance Company officially launched its [150 Ways](#) charitable campaign by [presenting a \\$500,000 cheque](#) to the Cambridge Memorial Hospital Foundation, to fund the construction of a new, improved Rehabilitation Centre for patients with severe injuries. The Centre, which is currently under construction in a new wing of the hospital, will provide a significant increase in patient beds over the current Rehab Centre, as well as larger room sizes and upgraded therapy equipment.

Through the 150 Ways campaign, Gore Mutual Insurance and Gore Mutual Foundation are celebrating Canada’s 150th anniversary by giving \$1 million to help better the community in 150 Ways. But it’s not just about money. Gore Mutual employees are also volunteering their time, assisting local charities to provide much-needed services.

“We are very proud to officially launch our 150 Ways campaign with this grant to the Cambridge Memorial Hospital,” said Heidi Sevcik, President and CEO of Gore Mutual. “As a modern mutual company, helping people overcome the hardship of misfortune is our core purpose and the well-being of people and our community is important to us. Helping Cambridge Memorial build a new Rehab Centre for our community aligns strongly with our core values. Our institutions have similar roles, in that we both help people at a difficult time in their lives.”

Farouk Ahamed, Chair of the Board of Gore Mutual, said, “We believe in providing grants that align not only to the interests of Gore Mutual, but more importantly to the public interest as well. Community is a key focus area of our granting at the Gore Mutual Foundation. The overall health of our community in Cambridge is dependent on the health of our hospital. We must give it the resources and tools it requires to ensure the best possible outcomes for the people who need it.”

Gore Mutual’s 150 Ways campaign reflects a long history of giving. For nearly two decades, in partnership with its insurance broker network, Gore Mutual Foundation has supported community initiatives that create long-lasting impacts in its three key focus areas of youth, community and safety. Since 1998, it has granted almost \$6 million to more than 550 charities, including the Cambridge Memorial Hospital.

“Rehabilitation is a critical component of hospital care,” said Patrick Gaskin, President & CEO, Cambridge Memorial Hospital. “It is the bridge that spans from a person’s debilitating illness or accident to getting back their life. Rehabilitation gets people home to their loved ones and to their jobs. Gore Mutual fully understands that a viable Cambridge Memorial Hospital with a strong rehabilitation service will make our community better. For this, we are grateful for their generous gift and are honoured to rename the department the *Gore Mutual Insurance Company Rehabilitation Department*.”

Through the 150 Ways campaign, Gore Mutual will continue to put people first by strengthening our communities for Canada’s 150th anniversary year.

Watch the video of the \$500,000 gift presentation: <https://vimeo.com/201050819>

Visit the Gore Mutual 150 Ways page: www.goremutual.ca/150ways



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.**

- 30 -

For further information: MEDIA CONTACT: Dean McNeill, Corporate Communications Manager, 519-623-1600 or 1-800-265-8600, ext. 2299, Email: dmcneill@goremutual.ca

