

NEWS RELEASE – FOR IMMEDIATE RELEASE

Gore Mutual Foundation Launches Social Media Campaign Asking Canadians to Help Choose Charities for \$40,000 in Grants for GivingTuesday

Cambridge, ON November 5, 2018: After making one of Canada's largest GivingTuesday gifts in 2017, the Gore Mutual Foundation is pleased to announce that on November 27 it is once again donating \$40,000 to charities in celebration of GivingTuesday.

Now in its sixth year, GivingTuesday is a global giving movement that has been driven by charities, businesses and individuals across Canada and in countries around the world. Just as Black Friday kicks off the holiday shopping season, GivingTuesday marks the opening day of the giving season and unites people to support and champion the causes they believe in.

Gore Mutual Insurance Company – which is based in Cambridge, Ontario and Vancouver, British Columbia – is asking for its national network of insurance broker partners, customers and all Canadians to help decide which charities the Gore Mutual Foundation will grant to on GivingTuesday. To make it easy for everyone to get involved, the company is encouraging people to simply nominate their favourite charities on Gore Mutual's social media channels using #GivingTuesdayCA #GoreMutual before November 19. The nominations will be compiled and all of Gore Mutual's employees will vote to determine which organizations will receive donations. Eight charities will be selected, and Gore Mutual employees will present each of them with \$5,000 on November 27 for GivingTuesday.

"It was inspiring to see the amazing reaction to our 2017 GivingTuesday campaign and to learn more about the great charities that Canadians are incredibly passionate about," said Heidi Sevcik, President and CEO at Gore Mutual. "We are excited about doing this again as we know there are many charitable organizations doing important work to help people in need. As a modern mutual company, we are built on the idea of people helping people. We strongly believe in supporting organizations that help build stronger communities across Canada and a brighter future for the people who live in them."

"We are thrilled to participate in GivingTuesday again because it's an initiative that everyone can be a part of," said Farouk Ahamed, Chair of the Board at Gore Mutual. "This is why we are welcoming all Canadians to share their favorite charities that the Gore Mutual Foundation can support on GivingTuesday. By working together, we truly can make a difference."

This year marks the 20th anniversary of the Gore Mutual Foundation. It was established to support Gore Mutual's insurance broker partners and their communities through dollar-matching incentives and granting funds across three main charitable categories that include youth, community and safety. To date, the Gore Mutual Foundation has granted over \$10 million to help more than 650 charities in Canada.





Watch Gore Mutual's GivingTuesday video featuring the company's employees here:
<https://youtu.be/3cjhTA2-4Hg>

About Gore Mutual

Founded in 1839, Gore Mutual is Canada's oldest property and casualty insurer, with over \$435M in premiums and over \$1BN in assets as of December 31, 2017. 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 at goremutual.ca.

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