



## NEWS RELEASE – FOR IMMEDIATE RELEASE

# Gore Mutual Continues to Strengthen Its Partnerships with Brokers

**Cambridge, ON, March 14, 2018:** Gore Mutual remains committed to broker distribution and is making moves to further strengthen its partnerships with brokers.

The company has collaborated with the Insurance Brokers Association of Ontario (IBAO) on the newly redesigned IBAO Classroom that opened this week. Located in Toronto, more than 600 students use the space annually to obtain their RIBO Level I and II licenses.

“We’re thrilled for the opportunity to be associated with this fresh and modern space for learning,” said Paul Jackson, Chief Marketing and Distribution Officer at Gore Mutual. “We strongly support the fantastic work IBAO does to assist with the development of new brokers and next generation leaders.”

Gore Mutual was voted a five-star carrier by insurance brokers in the IBAO’s recently released 2017 Bi-Annual Rate Your Company survey. Continually striving to remain a trusted partner for brokers, this year Gore Mutual has improved its pricing sophistication in personal lines and increased its commercial expertise and technical capability. The company is also focused on technology and innovation and has committed to rolling out 10 API-enabled digital products in 2018 to enable brokers to reach more customers online.

Gore Mutual will host its second Fast Forward forum on June 14 at Toronto’s Koerner Hall. The broker event will focus on key issues driving change in the insurance industry. Speakers will include iconic Canadians Rick Mercer and Peter Mansbridge along with leading industry voices. Tickets for Fast Forward are free and registration is now open at [www.goremutual.ca/fastforward](http://www.goremutual.ca/fastforward).

“We’re investing more than ever in broker distribution and have an ambitious agenda of transformation planned for 2018,” said Jackson. “We’re on a remarkable path to the future and look forward to continuing to work with brokers to grow our businesses in true partnership.”

### **About Gore Mutual**

Founded in 1839, Gore Mutual is Canada’s oldest property and casualty insurer, with over \$410M in premiums and over \$1BN in assets as of December 31, 2016. 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 about Gore Mutual at [goremutual.ca](http://goremutual.ca).**

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