

NEWS RELEASE – FOR IMMEDIATE RELEASE

Gore Mutual Celebrates GivingTuesday by Donating \$40,000 to Canadian Charities

Cambridge, ON November 27, 2018: Today marks the sixth annual GivingTuesday, an international movement which follows the Black Friday and Cyber Monday shopping frenzy and unites people to support their communities. To celebrate this day of giving, Gore Mutual Foundation is donating \$40,000 to charities across the country on November 27 – one of the largest GivingTuesday gifts in Canada this year.

Wanting to give all Canadians the chance to decide how the \$40,000 gift should be used, earlier this month Gore Mutual Insurance Company launched a social media campaign encouraging people to nominate their favourite causes using #GoreMutual and #GivingTuesdayCA. Nearly 350 community organizations were nominated to receive one of eight \$5,000 grants.

“As a modern mutual company, giving has always been an integral part of our identity,” said Heidi Sevcik, President and CEO of Gore Mutual. “We have a long history of supporting organizations that strengthen Canadian communities. But GivingTuesday is not simply about us granting funds. With our GivingTuesday campaign we wanted to give Canadian charities a voice and facilitate discussions about the important work that they do. It has been inspiring to see the stories people have shared on social media about the positive impact charities have made in their communities.”

Following the closing of nominations on November 19, all of the employees at Gore Mutual’s offices in Cambridge, Ontario and Vancouver, British Columbia voted on which eight charities will each receive a \$5,000 grant. The organizations that were selected are: Hamilton’s Camp Trillium, Cambridge Self-Help Food Bank, Waterloo’s KidsAbility Foundation, Transition to Betterness in Windsor, Mississauga’s A Child’s Voice Foundation, Alzheimer Society of B.C., B.C. Cancer Foundation and B.C. Children’s Hospital Foundation. Gore Mutual staff will be personally delivering cheques to each of these charities today.

“We’re excited to have Gore Mutual be a part of GivingTuesday again this year,” says Lys Hugessen, President of GIV3, one of the organizers of GivingTuesday. “Their donation is one of the biggest 2018 gifts we’ve seen and we’re happy with the awareness their social media campaign helped to create for the GivingTuesday movement. Each year GivingTuesday continues to grow and we’re encouraged to see more Canadian businesses like Gore Mutual embracing the spirit of the day.”

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.

For further information: MEDIA CONTACT: Shawn Despres, Communications and Online Marketing Specialist 1-800-265-8600, ext. 2676, Email: sdespres@goremutual.ca

