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RELEASE

## Canada Life and Les Grands Ballets bring holiday magic to thousands of children

*Elementary students from underprivileged areas of Montreal attend a free performance of The Nutcracker.*

MONTREAL, December 17, 2019. . . Today, nearly 3,000 children from 16 elementary schools in the Greater Montreal Area, as well as sick children and from private foundations, will attend a free performance of The Nutcracker, thanks to Canada Life and Les Grands Ballets' Nutcracker Fund for Children.

"The Nutcracker has been a holiday tradition in Quebec for over 56 years, and we're pleased to give children from across the city the special gift of a magical performance," says Monique Maynard, President, Quebec Affairs, Canada Life. "We believe access to the arts will nurture the children's creative spirit, open them up to culture and help improve their overall well-being. All of us at Canada Life hope this event will be a great memory that they can look back on for years to come."

As a long-standing partner of Les Grands Ballets' Nutcracker Fund for Children, Canada Life is pleased to support educational programs, including as the official presenter of educational matinees. In addition to the Nutcracker matinee, the Fund also offers children from all walks of life a chance to participate in educational workshops.

"Art makes us dream and elevates us beyond our everyday life. As artistic director, it is essential for me to share the transformative power of art with the new generation, and it is at the heart of Les Grands Ballets' mission to enable all children to discover dance," tells Ivan Cavallari, Artistic Director of Les Grands Ballets Canadiens. "Every year, thanks to the generosity of our partners and donors like Canada Life, we can bring the magic of The Nutcracker to thousands of children, but also the beauty of dance."

An additional 50 tickets were given to Je Passe-Partout for children who benefit from their services, and counselors, so they could also attend this performance of the Nutcracker. The organization was selected by Canada Life employees.

"Thanks to this donation from Canada Life, the children have the opportunity to participate in an extraordinary activity. It's motivating and fun," says Anne Goyette, Program and HR Director, Je Passe-Partout. "Without Canada Life, the kids would not have had this opportunity to connect with art, enjoy a new experience and develop their creativity."

In 2019, Canada Life contributed more than half a million dollars to various programs and organizations to contribute to the well-being of children in Quebec.

### **About Les Grands Ballets Canadiens de Montréal Moving the world. Differently.**

For over 60 years, Les Grands Ballets Canadiens de Montréal has been a creation, production and international performance company devoted to the development of dance in all its forms, while always staying faithful to the spirit of classical ballet. The dancers of Les Grands Ballets, under the artistic direction of Ivan Cavallari, perform choreographies by both long-established and trendsetting

creators. Situated at the heart of Montreal's Quartier des spectacles, Les Grands Ballets embodies an innovative holistic approach, unique in the world. This approach has resulted in Les STUDIOS and the National Centre for Dance Therapy, which together promote all the benefits that dance can

bring. The company's mission is also to ensure accessibility to art for everyone; in that spirit its achievements include the founding of The Nutcracker Fund, which every year enables thousands of children to enjoy a first ballet experience. Les Grands Ballets, recognized for its excellence, creativity and daring, is fully committed to the local community, and is acclaimed on stages around the world.

#### **About Great-West Life, London Life and Canada Life**

Great-West Life, London Life and Canada Life are leading insurance, wealth management and benefits specialists, focused on improving the financial, physical and mental well-being of Canadians. Under the new Canada Life brand, we help Canadians achieve their potential, every day. Our customers across Canada have trusted us to provide for their financial security needs and deliver on the promises we have made. Together, we serve the financial security needs of more than 13 million people across Canada and provide a wide range of products and services for individuals, families and business owners.

As an Imagine Caring Company, we support the principles of corporate citizenship and benchmarks for community investment established by Imagine Canada. Our companies contribute at least one per cent of pre-tax profit in support of the communities where our employees and customers live and work. This includes \$13.3 million in contributions to non-profit, charitable and community organizations in 2018.

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