

**Canada Life wishes you the blessings of the three stars this
Lunar New Year**

Celebrate with the new Canada Life in Markham Ont.

Toronto, ON, January 22, 2020. . . Having recently rebranded and amalgamated, the new Canada Life is happy to introduce the company to all Canadians and has launched a multimedia campaign to do exactly that.

“Our purpose is to improve the financial, physical and mental well-being of Canadians, and we’re excited to introduce the new Canada Life to the Chinese community through this impactful campaign and Lunar New Year celebrations,” said Andrew Morris, Vice-President, Brand and Experience, Canada Life. “The new Canada Life wishes you and your family the blessings of the three stars – Prosperity, Status and Longevity.”

For over 125 years, Canada Life has helped families plan for their financial future. With the combined strength of three iconic Canadian insurance companies – Great-West Life, London Life and Canada Life – the new Canada Life graces you with the prosperity, longevity, status and opportunity to partner with a market leader with many notable distinctions. Canada Life has the largest participating life insurance account and touches the lives of more than one in three Canadians.

Celebrate Lunar New Year with the new Canada Life

Join Canada Life in Markham, Ont. to celebrate the Lunar New Year. Canada Life will have giveaways and a Wishing Tree, where you and your family can write your New Years wishes on red couplets and take photos.

First Markham Place

Jan. 25 – 26, 2020
11 a.m. – 8:00 p.m.
Markham, Ont.

To learn more, visit canadalife.com/CNY (Simplified Chinese) or canadalife.com/LNY (Traditional Chinese).

About The Canada Life Assurance Company

[Canada Life](http://CanadaLife) is a leading insurance, wealth management and benefits provider focused on improving the financial, physical and mental well-being of Canadians. For more than 170 years, individuals, families and business owners across Canada have trusted us to provide sound guidance and deliver on the promises we’ve made.

As of January 1, 2020, Great-West Life, London Life and Canada Life became one company – Canada Life, and today, we proudly serve more than 13 million customer relationships from coast to coast to coast.

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For more information, contact:

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