

## **Canada Life's first-ever virtual food drive raises \$53,000 to feed families**

*Annual employee-led campaign doubles financial support for food banks across the country*

Winnipeg, MB, June 10, 2020. . . With more than 95 percent of its 11,000 employees working from home due to COVID-19, Canada Life is proud to announce its first-ever virtual food drive was a resounding success. Across its offices, the company's employees raised more than \$53,000, which is the equivalent of more than 100,000 meals to feed Canadians in need (based on estimates from Food Banks Canada).

"Every year we hold a food drive to support our food banks and this year was no different – except for the format," said Jeff Macoun, President and Chief Operating Officer, Canada, at Canada Life.

"Despite being completely online for the first time ever, our employees once again stepped up in a big way. Knowing these are uncertain times for everyone, I'm so very proud that our employees remained committed to help feed families in need across Canada."

In 2019, Canada Life collected 78,000 pounds of food, which equalled roughly \$26,000 worth of food and supplies. This year, instead of donating physical food items, employees contributed through monetary donations online and doubled the amount collected.

These donations will support Food Banks Canada, Winnipeg Harvest, Regina Food Bank, Second Harvest (Toronto), Welcome Hall Mission (Montreal), London Food Bank, and other regional food banks.

"Food banks across the country are happy to receive assistance from our longstanding supporters like Canada Life. By hosting their first-ever virtual food drive, we're able to work together to help feed our communities during a time when they need it most," said Chris Hatch, CEO, Food Banks Canada. "We all need to work together to take part in supporting our friends, families and neighbours during these uncertain and often trying times."

The COVID-19 pandemic has changed the Canadian landscape. Before COVID-19, Canadians made 1.1 million visits to food banks across Canada in one month alone, according to Food Banks Canada. We anticipate that as the pandemic continues, more households will be unable to afford necessities and may need to access food bank services.

The campaign ran from May 19-29, 2020. This support from employees is in addition to our [joint \\$1 million contribution](#), with IGM Financial and Power Corporation of Canada, to help support local and national foodbanks, offer support to seniors, youth and Indigenous peoples and help address small- and medium-sized businesses long-term needs.

### **About The Canada Life Assurance Company**

[Canada Life](#) 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.

**About Food Banks of Canada**

Food Banks Canada provides national leadership to relieve hunger today and prevent hunger tomorrow in collaboration with the food bank network from coast-to-coast-to-coast. For 40 years, food banks have been dedicated to helping Canadians living with food insecurity. Over 3,000 food banks and community agencies come together to serve our most vulnerable neighbours who – last year – made 1.1 million visits to these organizations in one month alone, according to our HungerCount report. Over the past 10 years, as a system we've sourced and shared over 1.4 billion pounds of food and Food Banks Canada, shared nearly \$70 million in funding to help maximize collective impact and strengthen local capacity – while advocating for reducing the need for food banks. Our vision is clear: create a Canada where no one goes hungry. Visit <http://www.foodbankscanada.ca/> to learn more.

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