

## Canada Life plants legacy tree with ReForest London

*Volunteer employees aim to plant 445 trees honouring Canada Life's companies' years of operation*

LONDON, September 19, 2019. . . Today, a single Red Maple tree – representing the first year that Great-West Life, London Life and Canada Life have operated under the new Canada Life brand – was planted at the downtown London office facing Queens Ave.

“For more than a century, our three companies – London Life, Great-West Life, and Canada Life – have been trusted by Canadians for keeping our promises and for helping them make good choices to improve their well-being,” said Jeff Macoun, President and Chief Operating Officer, Canada, Canada Life. “As the new Canada Life, we’re proud to honour our company roots by planting a legacy tree that represents our past and future growth. We’re proud to support ReForest London and are grateful to them for sharing their planting expertise with us as we green our community.”

“This legacy tree not only represents the future of Canada Life, but the generations of Londoners who have helped build this great organization, and I’m proud to be part of this celebration,” said Ed Holder, Mayor of London.

In addition, on Sept. 21, approximately 100 Canada Life employees, family members and friends will don garden gloves to help plant 445 trees at the RAM Centre in recognition of Canada Life’s companies’ combined operating histories. All the trees planted are native to London and will be provided with the assistance of ReForest London.

Canada Life has been the lead sponsor of ReForest London since 2009 and employees have planted 4,320 native trees and shrubs at various locations throughout the city during that time.

“Our community as a whole benefits from taking care of our environment, and Canada Life has been active and invested in planting trees in our community for years,” said Dean Sheppard, Executive Director, ReForest London. “Canada Life’s ongoing support provides stability, flexibility and adaptability by enabling us to plant trees where they are most needed each year. We’re grateful for their support and enjoy coming out to help their employees make a difference by planting in the community.”

As the lead sponsor of ReForest London, Canada Life’s contribution helps:

- Plant native trees and shrubs, as well as distribute seedlings in hundreds of different parks, neighbourhoods and industrial areas across London;
- Train thousands of volunteers, including translators who can help provide fact sheets in a variety of languages;

- Enable schoolyard greening and community outreach projects;
- Support London's Million Tree Challenge, which aims to plant a million new trees with residents and community partners across Forest City.

#### **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.

#### **About ReForest London**

ReForest London is a registered local charity, dedicated to partnering with our community to enhance environmental and human health in the Forest City, through the benefits of trees. Since 2005, ReForest London has planted over 70,000 native trees and shrubs in more than 400 planting projects throughout London. We rely on strong community and government partnerships and the help of thousands of volunteers each year to support our efforts to keep the "forest" in the Forest City.

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#### **For more information contact:**

Liz Kulyk  
Director of Media Relations and Public Affairs  
Canada Life  
204-926-5012  
[Media.Relations@canadalife.com](mailto:Media.Relations@canadalife.com)