

## Canada Life kicks off Pride month with flag raising

*Winnipeg, MB June 1, 2020.* . . Today, to kick off Pride month, members of Canada Life's Pride @ Canada Life employee resource group raised a rainbow flag at the company's offices in London, Regina, Toronto, and Winnipeg.

In this time of global pandemic, we know that Pride celebrations will look different than in years past, but Pride's celebration of diversity continues. Although we can't physically join together to celebrate this summer, we're proud to fly the rainbow flag in the spirit of togetherness, community and acceptance.

Pride @ Canada Life, one of five employee resource groups established by Canada Life's Diversity Leadership Council, works to promote a safe and inclusive work environment where all employees, regardless of sexual orientation and gender identity, can bring their whole selves to work. The group takes part in activities throughout the year to promote awareness and understanding of LGBTQ2+ issues. These activities are selected annually by employees and have included National Coming Out Day, Transgender Day of Remembrance, Human Rights Day, and participating in local events that raise funds and awareness regionally in our communities.

At Canada Life, we value and nurture diversity and inclusiveness in all that we do. We're committed to attracting and retaining a diverse employee population that reflects the communities in which we live and work, and the customers we serve.

Happy Pride month and please celebrate safely!

### **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.

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