

Canada Life to make financial gift in honour of local milestone blood donor

Donation to be made in honour of Guelph's Lloyd Longfield

Guelph, ON, March 20, 2020. . . With the Guelph Storm season currently on pause, in lieu of the scheduled game on March 20, Canada Life will donate \$1,000 to Canadian Blood Services in honour of Lloyd Longfield, a local milestone blood donor.

- Member of Parliament Lloyd Longfield is a proud and avid blood donor. Having donated 113 times, he actively promotes the importance of donating blood in his community. In 2017, after completing his 100th donation, Lloyd addressed the House of Commons and challenged his fellow Members of Parliament to join Canada's Lifeline.

"Every minute of every day, someone in Canada needs blood," said Jeff Macoun, President and Chief Operating Officer, Canada, Canada Life. "We're proud to continue our long-standing partnership with Canadian Blood Services and although the Canadian Hockey League season is paused until further notice, we wanted to make a meaningful contribution to a cause that this hockey community cares about so deeply."

Canada Life has been a dedicated supporter of Canadian Blood Services for more than 50 years. In 2015, Canada Life made a national commitment to support Canadian Blood Services and Hema Quebec Donor Services by officially joining the Partners for Life program. The company is also a founding national sponsor of the NextGen Lifeline program. In 2019, Canada Life extended their support for Canadian Blood Services by partnering with them for select Canadian Hockey League Game Nights in communities across the country.

About Canadian Blood Services

Canadian Blood Services is a not-for-profit charitable organization. Regulated by Health Canada as a biologics manufacturer and primarily funded by the provincial and territorial ministries of health, Canadian Blood Services operates with a national scope, infrastructure and governance that make it unique within Canadian healthcare. In the domain of blood, plasma and stem cells, we provide services for patients on behalf of all provincial and territorial governments except Quebec. The national transplant registry for interprovincial organ sharing and related programs reaches into all provinces and territories, as a biological lifeline for Canadians. Learn more at blood.ca.

About The Canada Life Assurance Company

[Canada Life](http://CanadaLife.com) 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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