

For immediate release

Great-West Life, London Life and Canada Life join the Old Brewery Mission in Quest to End Homelessness for Montreal's Elderly

MONTREAL, September 15, 2016 – Today, **Stefan Kristjanson**, President and Chief Operating Officer of Great-West Life, and colleagues, visited the Old Brewery Mission (902 St-Laurent Street, Montreal) to meet with residents of *La Traversée*, a program that provides housing and services adapted to the needs of elderly men and women who spent years, even decades living on the street.

It was also the occasion to announce Great-West Life's **major gift of \$150,000** to the Mission's historic ***See the End of Homelessness 2014-2020 Major Fundraising Campaign***. The funds will be directed to high-priority needs like affordable housing.

"For more than a century, the Mission has taken in thousands of people," said Mr. Kristjanson. "This new campaign shows that the Mission continues to innovate to address the personal needs of those who come through the doors. Our employees have served hundreds of meals at the Mission, and we're proud to build on this engagement with this gift today."

Louis Audet, President and CEO of Cogeco and Chair of the Campaign Cabinet, was there to greet Mr. Kristjanson and share his experience with the organization. "Since joining the Old Brewery Mission, I have been deeply moved by the commitment of our corporate citizens, including Great-West Life, to ensuring a better quality of life for Montreal's homeless men and women," stated Mr. Audet. In recognition of Great-West Life's donation, the common room dedicated to the Mission's *La Traversée* program will carry its name.

La Traversée: Housing Montreal's Homeless Elderly

Matthew Pearce, President and CEO of the Mission, explained that age can compound the challenges of life on the street. "Some of our clients face age-related issues like Alzheimer's and other disorders, which add to the stresses and dangers of being homeless; it's up to us, as a homeless organization, to ensure this particularly vulnerable population has access to suitable housing and support in the latter years of their life," he said.

About the Old Brewery Mission and its Foundation

The Old Brewery Mission is the largest resource for homeless men in Quebec and for homeless women in Canada. Founded in 1889, it offers a wide variety of programs and services, among them emergency,

transition, health, and housing services, and helps over 4,000 homeless men and women rebuild their lives each year. The Old Brewery Mission Foundation works to raise funds from private sources for the Old Brewery Mission.

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