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**RELEASE**

**Great-West Life, London Life and Canada Life announce \$100,000 donation to support the Canadian Red Cross Alberta Fires Appeal relief efforts**

*Winnipeg, May 5, 2016* – Great-West Life, London Life and Canada Life have contributed \$100,000 to the Canadian Red Cross Alberta Fires Appeal to aid in relief and support efforts associated with those impacted by the wildfires in northern Alberta. The donation will help provide vital assistance to those affected by the fire, including emergency food, clothing, shelter, personal services and other necessities to help assist with recovery and resiliency.

“Our thoughts are with all those affected by this devastating fire and with the first responders whose tireless efforts are helping to protect them. Our donation aims to help provide immediate relief to those who need it most at this difficult time,” said Dave Johnston, President and Chief Operating Officer for Great-West Life, London Life and Canada Life. “Our claims operations are actively aligning their practices to support customers. We will continue to monitor the needs of the community as the magnitude of the devastation is understood.”

**About Great-West Life, London Life and Canada Life**

Responsible and ethical management is an intrinsic value of the companies and is essential to long-term profitability and value creation. As an Imagine Caring Company supporting the principles of corporate citizenship and benchmarks for community investment established by Imagine Canada, the companies donate a minimum of one per cent of average pre-tax profits to non-profit, charitable and community organizations each year.

Learn more about the [organization's corporate social responsibility](#).

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