



PRESS RELEASE
For immediate release

Call to Canadian charities

A DONATION OF \$125,000 TO PROPEL THE GROWTH OF AN ORGANIZATION

Quebec City, June 15, 2017 – In celebration of its 125th anniversary, iA Financial Group is launching a Canada-wide philanthropic contest with the purpose of helping a charitable organization realize a project that will help it grow and shine. Recognized charities from across the country have until September 30th to submit a community project that is close to their hearts and enter for a chance to win a boost of \$125,000.

“Charitable organizations, like companies, hope to grow. They want to help even more people and contribute more to the development of their community. That is why, today, we are offering them the opportunity to obtain the means to achieve their ambitions with major financial support. This is one way for us to leave a lasting mark on a community”, states Yvon Charest, President and Chief Executive Office of iA Financial Group and known philanthropist.

To be eligible for the contest, charities and their projects must meet certain criteria. They must:

- Be registered with the Canada Revenue Agency
- Aim to improve the quality of life of Canadians
- Operate in the health, education or social services sectors
- Provide assistance to individuals – we are not looking for organizations that help other organizations
- Propose a project to be launched in 2018

All projects submitted, big or small, will be reviewed. At the end of the submission period, in the fall, ten projects will be selected by the jury and presented to the public, who will then be invited to vote for the charity that has submitted the most inspiring project. The winning charity will receive a donation of \$125,000 and the nine remaining finalists will each receive a donation of \$12,500. The winning project will be announced on December 11th.

125 YEARS OF SHARING AND CARING

iA Financial Group is seen as a model of philanthropy. In 2016 alone, the company donated no less than four million dollars to close to 500 organizations. In addition to the 51 bursaries handed out through the iA Financial Group Foundation for the learning of a second language, the company has raised 1.4 million dollars for the United Way. A record year, to be certain!

Yvon Charest has also distinguished himself on several occasions by receiving awards and honours for his work as a leading business executive who is dedicated to the well-being of his community.

This Canada-wide philanthropic contest is just one of the many altruistic initiatives organized by iA Financial Group from coast to coast in celebration of its 125th anniversary.

In February, the iA Squad traveled the streets of Quebec City, Montreal, Vancouver and Toronto to give out



1,000 rewards of \$125 to good Samaritans caught in an act of kindness. On May 5th, more than 2,000 of the company's employees organized various good deeds in recognition of the 125th day of the year.

To learn more about the activities for iA Financial Group's 125th anniversary, go to ia.ca/125.

ABOUT IA FINANCIAL GROUP

Founded in 1892, iA Financial Group offers life and health insurance products, mutual and segregated funds, savings and retirement plans, RRSPs, securities, auto and home insurance, mortgages and car loans, and other financial products and services for both individuals and groups.

iA Financial Group has more than 5,300 employees and more than 25,000 representatives across vast financial product and service distribution networks. It is one of the four largest life and health insurance companies in Canada and among the largest publicly traded companies in the country. iA Financial Group stock is listed on the Toronto Stock Exchange under the ticker symbol IAG.

*The complete list of eligibility criteria can be found at 125.is.ca/community.

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