



**PRESS RELEASE**  
**For immediate release**

125 years of growth

**THIS FRIDAY, iA FINANCIAL GROUP WILL CREATE A WAVE OF CARING**

**Toronto, May 4, 2017** – This Friday, on May 5, more than 2,000 employees of iA Financial Group will take to the streets, schools and charitable organizations across Ontario, Quebec and British Columbia to lend a hand, offer a little respite or collect donations, to highlight the 125th day of the company's 125th year.

Whether it's hosting their own community ice cream parlour to gather canned goods for the Daily Bread Food Bank, sending volunteers to tidy up sidewalks and public areas around their neighbourhood, gathering clothes to donate to the Canadian Diabetes Association or simply handing out coffee and water to the good people of Toronto, the iA Financial Group team will be there. Co-workers in Waco, Texas, and Phoenix, Arizona are also taking part.

Employees, who wanted to celebrate the 125th anniversary with a wave of caring, took the initiative and organized close to 40 selfless acts.

"At iA Financial Group, philanthropy, altruism and sustainable development are a part of our DNA. I am extremely proud to see that our employees take these values to heart. What makes me even prouder, is that our employees took it upon themselves to organize these activities", states Yvon Charest, president and chief executive officer of iA Financial Group.

In addition to these initiatives, all employees are invited to take the opportunity on May 5 to do simple things, like open a door for a stranger, let a pedestrian pass, or thank someone who has done something nice for them with a smile.

**SETTING THE EXAMPLE**

In 2016 alone, iA Financial Group donated \$4 million, or the equivalent of \$765 per employee, to close to 500 different organizations. The company also gave out 51 bursaries through the iA Financial Group Foundation to encourage the learning of a second language, and collected nearly \$1.4 million in donations for Centraide-United Way. Moreover, iA Financial Group adheres to the principles of the Imagine program, which encourages companies to donate 1% of their profits to organizations supporting their communities.

**A YEAR OF CELEBRATIONS**

There are many festivities surrounding the 125th anniversary, that bring with them a shower of good deeds and spontaneous donations across the country. "With an increase of 500% in the value of its stock since 2000, a solid strategy of growth through acquisitions, and a clear shift toward digital technologies, iA Financial Group wishes to share its success with the community", insists Mr. Charest.

This past winter, the company sent a squad out onto the streets of Quebec City, Montreal, Vancouver and Toronto to hand out cash rewards of \$125 to 1,000 surprised good Samaritans who were caught in the act of kindness. The purpose of this operation was to brighten the day of people who themselves brighten the day of others. The squad rewarded hundreds of people.



The highpoint of the year will be, without a doubt, the organization of a major Canada-wide philanthropic contest. The charitable organization chosen as the contest winner will receive a donation of \$125,000 to put toward the realization of a concrete, forward-looking project. Nine other organizations will receive donations of \$12,500. Contest details will be announced in the coming weeks.

To learn more about the activities for iA Financial Group's 125th anniversary, go to [ia.ca/125](http://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 services 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.

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