



PRESS RELEASE
For immediate release

**IA FINANCIAL GROUP UNVEILS THE TEN CANADIAN CHARITIES SHORT-LISTED FOR
A MAJOR DONATION OF \$125,000**

Quebec City, 6 November 2017 – Ten charitable organizations from across Canada are currently in the running for a major donation of \$125,000 to be awarded by iA Financial Group as part of a nationwide philanthropic contest launched in June to mark the company's 125th anniversary.

At the end of the submission period, no less than 125 Canadian organizations had submitted a community project that was of particular interest to them. A committee analyzed each and every one of these proposals before selecting the ten organizations which have now been announced to the public. It should be pointed out that the aim of the contest is to provide a charitable organization with financial support so that it can carry out its project and thus gain greater recognition and expand.

"I would like to personally thank all the organizations who have taken the time to submit their project. It's touching to see so many people who are strongly committed to the well-being of their community. To the organizations that weren't selected, we would like to wish them all the best in the continuing pursuit of their goals and we wish the best of luck to our ten finalists," said Mr. Yvon Charest, President and Chief Executive Officer of iA Financial Group.

Until November 30, the public are invited to visit ia.ca/125 and vote for the organization with the project that inspires them the most. The winning organization will be announced on December 11 and will receive a donation of \$125,000. The other nine finalists will each be awarded a donation of \$12,500.

The 10 short-listed organizations and their community projects

1. YWCA Metro Vancouver

The Welcome to My Life Youth Program submitted by YWCA Metro Vancouver connects girls with mentors so that they can build their confidence, both at school and in their daily lives. The financial support would also be used to fund various activities, group discussions and workshops developed and hosted by these mentors. www.ymcavan.org

2. Distress Centre Calgary

Distress Centre Calgary provides 24-hour crisis support free of charge to people in distress. The organization wishes to set up the Creating Space for Crisis project in order to meet the emerging and growing needs in its community. www.distresscentre.com

3. Bullying Ends Here

The Literature Initiative, a project submitted by the Bullying Ends Here organization, creates information packages for both parents and teachers to help raise awareness about bullying and the cruelty that our young people face. www.bullyingendshere.ca

4. Juvenile Diabetes Research Foundation (JDRF)

The JDRF's mission is to improve the lives of people living with type 1 diabetes (T1D). With support from iA Financial Group, JDRF's Community Engagement Program would be able to offer a wider range of resources for individuals with T1D and provide greater support to their families. www.frdj.ca

5. Canadian Cosmetic, Toiletry and Fragrance Association Foundation

Through its existing program Look Good Feel Better (LGFB), the Foundation wishes to develop a new support program which would provide tools to help women with cancer better cope with hair loss. www.lgfb.ca

6. Victory Neighbourhood

Victory Neighbourhood focuses on teaching, mentoring and supporting youth in the Durham region in order to encourage them to strive to attain their goals. The project submitted is called the Youth Opportunity Program and would enable the organization to further outreach more youth as well as implement several new educational programs. www.victoryneighbourhoodservices.com

7. Baluchon Alzheimer

Baluchon Alzheimer coordinates the SoliDaires et non SoliTaires program aimed at supporting caregivers of individuals with Alzheimer's and related diseases. Financial assistance from iA Financial Group would enable the organization to extend its respite and support services to other Canadian provinces. www.baluchonalzheimer.com

8. Laura Lémerveil

Financial support from iA Financial Group would allow the Laura Lémerveil organization to develop its Je m'émerveille, j'apprends et m'accomplis program which will provide an inspiring social and educational model for young people aged 21 and over with severe intellectual disabilities paired with physical disabilities and associated diseases and disorders. www.lauralemerveil.ca

9. Le Diplôme avant la Médaille (DAM)

The DAM program uses sports as a tool for encouraging students at risk of dropping out to stay in school and succeed in their studies. Thanks to financial support, the program could be extended to allow a greater number of students in the Quebec City area to benefit from its services. www.diplomeavantlamedaille.org

10. Free Spirit Therapeutic Riding Association (FSTRA)

FSTRA was selected for its Freedom to Grow program which offers therapeutic horseback riding, equine assisted learning and horsemanship in a safe environment as a means of helping people with atypical profiles, mental health issues or mobility problems as well as school groups and veterans to attain their full potential. Financial assistance will enable the association to provide even more services to these individuals. www.fstra.org



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ABOUT iA FINANCIAL GROUP

Founded in 1892, iA Financial Group offers a range of life and health insurance products, mutual and segregated funds, saving and retirement plans, securities, auto and home insurance, mortgages and car loans as well as a host of other financial products and services for individuals as well as businesses and groups.

iA Financial Group currently has more than 5,300 employees and around 25,000 representatives working throughout its extensive distribution network of financial products and services. It is one of the four largest health and life insurance companies in Canada and one of the most prominent publicly traded companies in the country. Its stock is listed on the Toronto Stock Exchange under the symbol IAG.

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SOURCE:

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