



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

## **iA FINANCIAL GROUP TRIPLES DOWN AND ANNOUNCES THE THREE CANADIAN CHARITIES TO EACH RECEIVE A MAJOR DONATION OF \$125,000**

**Quebec City, December 11, 2017** - iA Financial Group is donating \$125,000 to three charities as part of its Canada-wide philanthropic contest, which kicked off in June in celebration of the company's 125th anniversary. The lucky recipients are Mississauga-based *Look Good Feel Better*, Quebec City-based *Le Diplôme avant la Médaille* and Calgary-based *Bullying Ends Here*.

The purpose of the contest was to provide financial support to a Canadian charity to help it realize a project that will help it grow and shine. In total, 125 submissions were received from across the country, which were thoroughly reviewed by a jury. The ten finalists put up a good fight to win the public's vote for the most inspiring project.

Because of the popularity of the contest and the quality of the projects submitted, iA Financial Group decided to triple down and provide financial support to not one but three charities.

"We were touched by the 125 projects submitted and by the public's participation. That is why we decided without hesitation to increase our financial support. I would like to thank the organizations who took the time to present inspiring projects and I wish them the best of luck", says Yvon Charest, President and Chief Executive Officer of iA Financial Group.

Seven other finalist charities each received a donation of \$12,500.

### **The three winning charities and their projects**

#### **1. *Le Diplôme avant la Médaille***

To date, *Le Diplôme avant la Médaille* is the only organization in the region that uses sports as a way to encourage high school students who are more likely to drop out to persevere and stay in school.

The financial support from iA Financial Group will enable this organization to implement the *Diplomas before medals: a shining light* project in a new school in Quebec City, J-F.-Perreault high school, where 25 students will be welcomed into the program. The organization wants to continue to expand over the next three years to support at least 135 new students. [diplomeavantlamedaille.org](http://diplomeavantlamedaille.org)

#### **2. *Bullying Ends Here***

Created in 2012 after the suicide of Jamie Hubley, the Calgary-based organization visits close to 100,000 youth each year in more than 1,500 schools across Canada to raise awareness about bullying.

The financial support from iA Financial Group will enable the *Bullying Ends Here Literature Initiative* to create information kits to educate and equip parents and teachers to deal with cyberbullying, a new form of bullying that only continues to spread and destroy lives. [bullyingendshere.ca](http://bullyingendshere.ca)



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**3. Look Good Feel Better**

*Look Good Feel Better* is the only Canadian charity that helps women deal with the devastating effects of cancer treatments on their appearance and help them feel like themselves again.

With this considerable financial boost from iA Financial Group, the *Women with Cancer Coping with Hair Loss* project will help more than 103,000 Canadian teens and women who are diagnosed with cancer gain the tools they need to deal with this secondary effect of cancer treatments. Currently available in 113 hospitals and cancer treatment centres across Canada, this project is an initiative of the *Canadian Cosmetic, Toiletry and Fragrance Association Foundation*. [lgfb.ca](http://lgfb.ca)

**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.

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