
12 Days of Christmas in Support of United Way \$15,000 Donated by Insurance Brokerage

Jones DesLauriers Insurance Management Inc.'s 12 Days of Christmas raffle campaign was an immense success, allowing the firm to donate \$15,000 to United Way. This generous contribution, a result of the collaborative efforts of the firm's employees and insurance partners, will support strategies aimed at improving the social conditions of local communities.

Toronto, ON

The holiday season is a time to reflect on our blessings and recognize those in need in our community. In the spirit of giving, Jones DesLauriers Insurance Management Inc., one of the largest independent insurance brokerage in Canada, has donated \$15,000 to United Way.

This generous contribution was a result of the firm's 3rd Annual 12 Days of Christmas fundraising campaign. JDIMI received sponsorship at various levels from 18 of the firm's insurance partners to purchase gifts including a Dyson Vacuum, Apple iPad, HP Laptop, Apple iPhone and Blackberry Playbook. A prize was awarded to a lucky winner everyday for 12 days leading to the firm's Christmas party. Three grand prizes – a 60" Sharp HDTV sponsored by Maquarie, a \$1,500 shopping spree sponsored by Coachman were drawn at the Christmas party; including a \$2,000 trip for two sponsored by Intact.

"The success of this campaign, benefiting United Way, is due to the collaboration of our employees and insurance partners," said Geoff Seely, CFO at JDIMI. "We are proud of the continued generosity of our colleagues that makes this campaign a yearly success, and believe that our donation will support strategies aimed at improving the social conditions of local communities."

As part of the campaign, JDIMI's employees raised \$7,500; the brokerage matched the staff contribution for a grand total of \$15,000 donated to United Way. "We're so grateful to be the recipient of JDIMI's 12 Days of Christmas fundraising campaign," said Tony Fedun, Resource Development Manager at United Way. "The generosity of Jones DesLauriers, their staff and insurance partners is an inspiring example of people coming together to build a better city."

JDIMI's 3rd Annual 12 Days of Christmas campaign insurance company sponsors were:

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| Platinum+ (\$2,000): | Intact |
| Platinum (\$1,000): | Coachman, Macquarie |
| Gold (\$750): | Chartis, The Dominion, Gore Mutual, Lombard, Wawanesa |
| Silver (\$500): | Allianz, RSA, |
| Bronze (\$250): | ACE, Aviva, BI&I, Encon, IronShore, The Sovereign, Trisura, Zurich |

About United Way

Established in 1956, United Way Toronto is a charity working to advance the common good and create opportunities for a better life for everyone in our city. Working in partnership with others, they mobilize people and resources to address the root causes of social problems and to change community conditions for the better. United Way supports agencies that provide services to strengthen individuals, families, and communities.

About Jones DesLauriers

Jones DesLauriers Insurance Management Inc. (JDIMI), the one of the largest privately held insurance brokerage in Canada, is committed to offering only the best commercial and personal insurance, financial services and mortgage experience.

The company prides itself on its passion for the industry, as each staff member has a dedicated and sophisticated approach to their knowledge and understanding of insurance and risk. They are dynamic and entrepreneurial in the way they combine industry knowledge, commitment to training, and personalized customer service.

JDIMI has five offices in Canada to better serve their clients –Toronto (Head Office), Cambridge, Belleville, Ottawa and Collingwood

For more information, visit www.jdimi.com



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