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**Canada Life, IGM Financial and Power Corporation of Canada Donate  
\$250,000 to Support Urgent Humanitarian Aid Efforts in the Middle East**

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**WINNIPEG, Oct.17, 2023 /CNW/** -Canada Life, IGM Financial and Power Corporation of Canada today announced a \$250,000 donation to address immediate humanitarian needs in Israel, Gaza, and the Middle East arising from the recent terrorist attack and armed responses that have resulted in significant civilian casualties across the region.

These funds will help support individuals and families impacted by this conflict wherever they reside with basic needs such as food, water and shelter, emergency medical assistance, health care and critical humanitarian aid.

The donation will be shared among the Canadian Red Cross Middle East Humanitarian Crisis Appeal, Doctors Without Borders, the Toronto-based United Jewish Appeal and Montreal-based Federation CJA.

Those wishing to help support relief efforts are encouraged to donate to these organizations that are helping alleviate suffering and providing aid to the families and individuals impacted by this conflict.

**About The Canada Life Assurance Company**

The Canada Life Assurance Company is an international company providing insurance, wealth management, and healthcare benefit products and services in Canada, the United Kingdom, Isle of Man and Germany, and in Ireland through Irish Life. Canada Life also provides reinsurance products, through Canada Life Reinsurance, primarily in the U.S., Barbados, Bermuda and Ireland. Canada Life is a subsidiary of Great-West Lifeco Inc. and a member of the Power Corporation of Canada group of companies. Learn more by visiting [www.CanadaLife.com](http://www.CanadaLife.com).

**About IGM Financial Inc.**

IGM Financial Inc. is one of Canada's leading diversified wealth and asset management companies with approximately \$253 billion in total assets under management and advisement at September 30, 2023. The company provides a broad range of financial planning and investment management services to help more than two million Canadians meet their financial goals. Its activities are carried out principally through IG Wealth Management, Mackenzie Investments and Investment Planning Counsel. For more information, visit [www.igmfinancial.com](http://www.igmfinancial.com).

**About Power Corporation**

Power Corporation is an international management and holding company that focuses on financial services in North America, Europe and Asia. Its core holdings are leading insurance, retirement, wealth management and investment businesses, including a portfolio of alternative asset investment platforms. To learn more, visit [www.PowerCorporation.com](http://www.PowerCorporation.com).

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