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# RELEASE

## **Canada Life recognizes Manitoba 150's Honour recipients with a \$150,000 donation**

*Insurance company redirects funds to support frontline health care workers at HSC Winnipeg*

Winnipeg, MB, May 26, 2021... Canada Life and Manitoba 150 have redirected funding for a previously planned in-person recognition event for Honour 150 recipients. The \$150,000 donation is being redirected to the Health Sciences Centre Foundation (HSC Foundation) COVID-19 Crisis Response Fund. It will help support frontline health care in Winnipeg as workers navigate the increased needs caused by COVID-19.

"Since day one of this pandemic, we've been committed to helping ensure frontline workers are well-equipped to provide essential services in our communities," said Hugh Moncrieff, Executive Vice-President, Advisory Network and Industry Affairs, Canada Life. "Because we are unable to safely host an in-person event, and the hospital's needs continue to grow, we're redirecting our financial support to the frontlines of healthcare. Along with Manitoba 150, we made this decision with the recipients and their communities in mind."

The COVID-19 Crisis Response Fund provides essential health care equipment and tools to care for patients in Manitoba. It funds bedside carts, ultrasound machines, portable lifts, work-on-wheels workstations and UV disinfection units, among many other things. It also funds research and development, and meals for frontline health care workers.

"Honour 150 is an opportunity to recognize the outstanding people in our province and also to inspire future community engagement by highlighting their contributions. This redirection from a tribute event to a donation for the health of Manitobans perfectly represents the spirit of Honour 150," said Monique LaCoste and Stuart Murray, Co-Chairs of the Manitoba 150 Host Committee. "This gift mirrors the generosity of our Honour 150 recipients in making Manitoba such an amazing place to call home!"

Honour 150, presented by Canada Life, recognizes 150 Manitobans who selflessly create a positive impact in the province. In lieu of an in-person event, each Honour 150 recipient will receive their commemorative medal designed by Manitoba artist Takashi Iwasaki along with a personalized certificate. The medal is a unique piece of art celebrating Manitoba's land and beauty.

"As the fundraising arm of the Health Sciences Centre – Manitoba's hospital – we are elated and humbled to receive this monumental gift to our COVID-19 Crisis Response Fund from Canada Life and the Honour 150 award recipients," said Jonathon Lyon, President and CEO of the HSC Foundation. "This act of generosity will help ensure that HSC can acquire specific, timely, and essential equipment to help critically ill patients and the professionals who care for them through COVID-19 and beyond."

Nominated by people in their own communities, Honour 150 recipients represent a variety of ages, experiences and community roles. Canada Life made a \$500 donation to the charity of each recipient's choice.

**About The Canada Life Assurance Company**

Canada Life is a leading insurance, wealth management and benefits provider focused on improving the financial, physical and mental well-being of Canadians. For more than 170 years, individuals, families and business owners across Canada have trusted us to provide sound guidance and deliver on the promises we've made.

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**Manitoba 150 Host Committee Inc.**

In 1870, Manitoba became Canada's fifth province – the only to enter Confederation under Indigenous leadership. The Manitoba 150 Host Committee Inc. (Manitoba 150) is an independent, not-for-profit organization facilitating and supporting commemorative activities for our province's 150th anniversary.

This is a time to be proud of who we are as Manitobans, to be in awe of our province's beauty, to respect our past, and how it has created this unique experience of being Manitoban, and to appreciate the cultures that surround us.

We hope that all Manitobans will continue to celebrate our people, our heritage, and our beauty well beyond Manitoba 150.

Additional information on Manitoba 150 can be found at [www.Manitoba150.com](http://www.Manitoba150.com).

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