

Educators in Ontario Given Opportunity to Help Support Children's Mental Health

For every quick online life insurance quote, Teachers Life will donate \$2 to Children's Mental Health Ontario

TORONTO, Ontario – October 5, 2015 – Teachers Life is pleased to announce an exciting new partnership with Children's Mental Health Ontario (CMHO). Until December 31st, 2015, for every quick online life insurance quote request received, Teachers Life will donate \$2 to CMHO. With one in five kids in Ontario struggling with their mental health, the goal is to help support and promote the development of innovative strategies for teachers and mental health counsellors.

"As a fraternal life insurance provider for educators and their families, our community encourages us to do more than just sell insurance. Doing more means partnering with leading organizations working to champion our future generations," said Douglas Baker, President and CEO of Teachers Life. "Educators are increasingly encountering students in their classrooms with mental health needs. We believe the CMHO mandate echoes the core values of those working in the education community. We are eager to see the whole education community join us in this fundraising effort by simply getting a quick life insurance quote."

Members of the education community and their families can visit ReadyforLife.ca to complete a free online quick quote request. In addition to helping raise awareness for children's mental health issues, the online quote can provide individual coverage options in seconds. Finding out how much coverage you need is the first step in protecting your family's financial future.

Teachers Life will donate up to \$25,000 to the CMHO Innovation Grants for leading school and community partnerships. CMHO, a non-profit association, represents and supports the providers of child and youth mental health treatment services throughout Ontario in partnership with its 90 member agencies. Many work directly with school boards and educators to coordinate the provision of mental health services.

"More than 70% of mental illnesses emerge in childhood and adolescence. Establishing a mental health innovation fund will help us to better connect children with the mental health treatment they need, when and where they need it, by building bridges between schools and surrounding community-based children's mental health services," said Kimberly Moran, President and CEO of CMHO.

To learn more about the campaign, please visit www.readyforlife.ca.

Disclaimer:

All Members of Ontario's education community and their families are eligible to receive a quick online quote. The education community represents all educators, administrators, support staff and their families. Participants must be 18 years old or older. One quote per person. Participants will be required to provide a valid first name and last name for their participation to be counted. No final commitment is required by those saving a quote, but Teachers Life will follow up by email with those who indicate they would like to discuss their quote further.

About Teachers Life

Teachers Life is a federally regulated fraternal life insurance company and North America's largest educator-owned fraternal insurer. Founded in 1939 by educators, Teachers Life offers a full suite of personal insurance products to address the unique needs of over 30, 000 members of the education community. Providing insurance for the whole education community, Teachers Life serves educators, administrators, support staff and their families. Teachers Life is the first insurance provider in Canada to underwrite life insurance products online, often in less than 15 minutes. As a non-profit fraternal insurer, community commitment is a core value for Teachers Life.

For more information, please visit www.teacherslife.com.

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