



Allstate Canada Group Offers Assistance to Northern Alberta Customers and Donates \$25,000 to Canadian Red Cross

Markham, ON – May 6, 2016 – In response to the devastating wildfires spreading across Fort McMurray and surrounding areas this week, the Allstate Canada Group of Companies (Allstate Insurance Company of Canada and Pembroke Insurance Company) announced today that it is donating \$25,000 to the Canadian Red Cross to assist with emergency relief efforts.

“Our heart goes out to all those affected by these wildfires. Helping our customers get back on their feet is our first priority,” said Ryan Michel, President and Chief Executive Officer of the Allstate Canada Group of Companies. “The Red Cross donation is just one of the initiatives ACG is undertaking to help those who have been affected recover from this disaster.”

In addition to the donation, local Allstate Agents and claims professionals are providing assistance to customers who may have insurance questions and to help process claims. Members of the Allstate team can also be found at the Northlands Expo Center in Edmonton (7515 118 Ave NW, Edmonton, AB) to help provide guidance. Once the evacuation order has been lifted and residents are able to return to their community, ACG’s specialised claims team will also be mobilized to the affected areas.

“We’ve been working to reach all of our policyholders from the region to provide them with assistance and immediate funds for out-of-pocket expenses, like meals, and we’ve directly deposited funds into a number of bank accounts already. We encourage our customers who we have not assisted yet to contact us,” says Michel.

Allstate is reaching out to customers in a variety of ways, including phone and email, and customers can also follow updates on the [GOOD HANDS® blog](#), as well as Twitter and Facebook [@AllstateCanada](#).

Pembroke’s broker partners are proactively contacting customers providing assistance and support. Brokers and customers are receiving updates through [Pembroke’s website](#), as well [Facebook](#) and Twitter [@PembrokeIns](#).

In the same spirit of community giveback, ACG employees have also been making donations to the Canadian Red Cross, and the company has made the decision to match employee donations up to \$2,500 to further support relief efforts.

For customers wishing to make a claim, or ask questions:

Allstate customers are encouraged to contact their [local Allstate Agent](#), or to call the 24 hour, 7 days a week, claims line at 1-800-661-1577 to ask any questions about their insurance coverage or to make a claim. [myAllstate](#) account holders can also make claims online via [allstate.ca](#).

Pembroke Insurance Company customers should [contact their broker](#) to report a claim, or they may also seek claims reporting assistance and contact information online at [pembroke.com](#).

About Allstate Insurance Company of Canada

Allstate Insurance Company of Canada is one of the country's leading producers and distributors of home and auto insurance products, serving Canadians since 1953. The company strives to keep its customers in "Good Hands®" as well as its employees, and has been listed as a Best Employer in Canada for four years in a row -- achieving platinum status in 2016. Allstate Canada is committed to making a positive difference in the communities in which it operates and has partnered with organizations such as Mothers Against Drunk Driving (MADD Canada), United Way, and Junior Achievement. To learn more about Allstate Canada, visit www.allstate.ca. For home, auto and everyday life safety tips and advice, visit goodhandsadvice.ca.

About Pembridge Insurance Company

Pembridge Insurance Company offers a comprehensive range of insurance products and exceptional customer service with the support of our dedicated, independent broker network. Pembridge's broad suite of products are designed to meet the specific needs of Canadians at competitive prices including; auto, home, condo, tenant and coverage for specialty products including ATV's, motorcycles, snowmobiles and boats. Visit www.pembridge.com to find a broker near you.

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For more information, please contact:

Karen Benner
Manager, Public Relations
Allstate Canada Group of Companies
T: 905.415.4151
kbenner@allstate.ca