



November 2020



**RWAM Insurance Administrators Inc. and Canada Life Insurance Company of Canada are pleased to announce a new collaboration offering life insurance and disability products.**

**ELMIRA, Ontario, November 3, 2020.** RWAM Insurance Administrators Inc. and Canada Life are pleased to announce a new collaboration offering life and disability products to RWAM Plan Sponsors. This initiative is part of RWAM's ongoing effort to align with new organizations to bring diverse options under our platform to better serve our valued advisors and customers.

Carole Yari, Chief Executive Officer of RWAM Insurance Administrators, regards the collaboration as an important step forward. "Both Canada Life and RWAM have had tremendous success in building a strong distribution network. Our common distributors have the opportunity to bring two quality companies together under one seamless product offering."

Brady Aarssen, Vice President of Business Development Strategy at Canada Life, sees the collaboration as highly positive development, commenting, "Canada Life is pleased to work with RWAM on a variety of new and expanded group benefit solutions. While each company offers a unique value proposition for advisors and their customers, a creative combined strategy brings its own benefits. This collaboration will allow for greater customization options in the group benefits marketplace, with unique features and product offerings that couldn't be offered otherwise."

Looking ahead, Canada Life Vice President Brady Aarssen sees exciting possibilities for both companies. "This collaboration will give advisors and customers more choice and greater flexibility in product and administration options. By offering solutions that advisors and plan sponsors feel are best for their unique needs, we create a more robust overall offering."

The collaboration also builds on common goals and values that drive both organizations. As Aarssen notes, "Both RWAM and Canada Life are strong Canadian companies and share many similar core values. Working together, both can move forward with a dedicated growth focus".

**About RWAM Insurance Administrators Inc.**

RWAM, one of Canada's largest Third Party Administrators, provides a comprehensive and customized benefits administration offering, serving clients across the country for both insured and self-insured models.

**About 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.

As of January 1, 2020, Great-West Life, London Life and Canada Life became one company – Canada Life, and today, proudly serve more than 13 million customer relationships from coast to coast to coast.

Canada Life and design are trademarks of The Canada Life Assurance Company.

