

Europ Assistance Canada Raises Funds for Canadian Heart & Stroke Foundation

Toronto, ON – June 10, 2011 – Europ Assistance (EA) Canada is pleased to announce their support and participation in the 2011 Heart & Stroke Ride for Heart which took place in Toronto on Sunday June 5th. This year marks the second time that EA Canada has participated in this event and through various fundraising initiatives and a corporate match; the team was able to raise \$7,490.86 for the Canadian Heart & Stroke Foundation.

A total of 13,000 people from across the Toronto area took part in one common goal to raise awareness and crucial funds for world-class research that helps Canadians live longer, better lives. Total funds raised for the event this year exceeded \$3.5 million.

“Europ Assistance has a long history of being socially responsible through our support of charities and foundations that help improve the lives of people around the world. We are very proud of our support and affiliation with the Canadian Heart & Stroke Foundation as it provides us with a great opportunity to help raise funds for such a worthwhile cause. On behalf of EA Canada leadership team, I would like to congratulate the event volunteers, organizing committee and our employees on another successful fundraising campaign.” says Brad Loder, Director of Marketing, Europ Assistance Canada.

For more information on Europ Assistance Canada, please visit our website at www.ea-canada.ca.

About Europ Assistance Canada

EA Canada is dedicated to making Canadians' lives easier through our comprehensive Health, Home & Family and Travel Assistance Solutions, 24/7, 365-days-a-year. Our world-class network helps Canadians and Canadian businesses get the assistance they need when they need it. EA Canada employs over 200 people and its headquarters are located in Thornhill, ON.

EA Canada is a division of Europ Assistance, the leading provider and global pioneer of the assistance industry. Founded in 1963, as the inventor of the assistance concept, the Europ Assistance Group operates on a global basis in order to bring its 300 million worldwide private and corporate clients appropriate solutions to deal with day-to-day or emergency situations. Owned by the GENERALI group, the Europ Assistance group is made up of 80 consolidated companies in 35 countries, employs over 6,800 people worldwide, has ground agents located in 208 countries, works with 410,000 approved partners available at all times and supported by 38 call centres.

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