

## **Allstate Insurance Company of Canada, by Jeffrey Reed**

### **Special to Toronto Golf & Travel Show Program**

The Allstate Insurance Company of Canada has provided solutions that bring peace of mind to Canadians with home and auto insurance products since 1953. Allstate's slogan, You're in Good Hands®, exemplifies the commitment, knowledge and professionalism of Allstate's trusted advisors to customers, as well as its dedication to making a difference in local communities.

This year at the Toronto Golf & Travel Show, Allstate demonstrates its commitment to local communities with its sponsorship of the putting and chipping area at the PGA Village demo range. Along the west side of the range area, the Ontario PGA features putting and chipping opportunities sponsored by Allstate, and provided by Backyard Greens.

Chipping and putting excellence are skills which are honed through long hours of practice and determination. Allstate has built its own legacy of excellence in customer experience. Allstate helps protect customers' and their family's most valuable assets, and develops products that anticipate their needs. If the unexpected happens, Allstate customers know they have people and coverage they can count on.

As much as Allstate touches the lives of Canadians through its products and services, it also carries a proud heritage of community involvement. Without a doubt, Allstate is an organization which takes great pride in its firm belief in good corporate citizenship. Allstate employees, through volunteer efforts and the Allstate Foundation, lend a hand to a wide range of not-for-profit and charitable organizations, such as Mothers Against Drunk Driving (MADD Canada), Crime Stoppers, United Way, Traffic Injury Research Foundation (TIRF) and Junior Achievement.

Just like a professional golfer relies on expert advice from a caddy, Canadians have learned to trust Allstate for its myriad of products and services. The Toronto Golf & Travel Show is thrilled to count on Allstate for its sponsorship of the putting and chipping area at this year's event.

**Any time, Any way, Anywhere.** Through the Good Hands Network®, customers can choose to contact Allstate by visiting one of over 90 community Agencies, going online at [www.allstate.ca](http://www.allstate.ca) or by calling the Customer Contact Centre at 1-800-allstate.