

For Immediate Release

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### **MAX Mutual Aid Ministries Enters New Era**

**Baden, Ontario** (January 1, 2012) – MAX Canada Insurance Company has announced that it is increasing the support for its Mutual Aid Ministries program. “Mutual Aid Ministries is the heart and soul of the MAX Enterprise; MAX would be just another insurance company without Mutual Aid Ministries. This being the case, it is critical to stabilize and strengthen Mutual Aid Ministries financially” said Tim Wagler, President and CEO of MAX Canada.

Until now, MAX and its predecessor companies have generously supported Mutual Aid Ministries, but the extent of this support has been based on several criteria including annual financial results. Now, due to increased demands on Mutual Aid Ministries’ resources and its vital importance to the enterprise, MAX will do more.

**Effective January 1, 2012, MAX Canada will contribute one percent of every premium dollar to Mutual Aid Ministries.** This action was unanimously approved by the MAX Enterprise boards for Canada and the US in late, 2011, as an ongoing commitment that will provide a strong and reliable foundation for Mutual Aid Ministries and to encourage others to join MAX in this most worthy endeavour. Under this “first fruits” gifting policy, Mutual Aid Ministries will receive a more stable and sustainable source of funding through MAX.

“We are delighted with this commitment by management and boards to provide funding for Mutual Aid Ministries that is linked to the growth of the organization,” said Nelson Scheifele, Executive Director of Mutual Aid Ministries, Canada.

For more information about MAX Canada Insurance Company or Mutual Aid Ministries, contact the Baden team at 877-770-7729. Or, visit [www.maxcanada.org](http://www.maxcanada.org) or [www.mutualaidministries.com](http://www.mutualaidministries.com).

### **About MAX Canada Insurance Company and Mutual Aid Ministries**

MAX Canada Insurance Company is a faith-based insurance enterprise writing personal and commercial lines of insurance in Alberta, British Columbia, Manitoba, Ontario and Saskatchewan. It is a subsidiary of MutualAid eXchange, a binational reciprocal organization (member owned) headquartered in Overland Park, Kansas. The enterprise consists of a licensed carrier, supporting agencies and brokers and a Mutual Aid Ministries team. The Mutual Aid Ministries program plays an integral part in fulfilling the MAX Vision of “*Creating and sustaining wholeness through preserving and restoring property, lives and communities*” by providing ministries that help restore emotional, spiritual and financial wholeness to lives that have been affected by trauma, burden or physical loss.