

ThinkFirst announces new lead sponsor - Aviva Canada
"ThinkFirst and Aviva Insurance - Safety for Canada's Kids"

Toronto (ON) March 19, 2007 – ThinkFirst Foundation of Canada is pleased to announce that it has signed an agreement with Aviva Canada Inc. to collaborate and engage the public under the banner "ThinkFirst and Aviva Insurance – Safety for Canada's Kids."

"Think first" – and save a child from debilitating or even life-threatening injury. That's the purpose that drives ThinkFirst Foundation of Canada which is a charitable organization devoted to the prevention of injury in children and youth.

"Having Aviva as the lead sponsor of this organization makes sense because, like Aviva, ThinkFirst is in the business of protection," says ThinkFirst Executive Director Jim Russell. "We share the goal of protecting the future by preventing injury in Canada's children. This generous sponsorship will help strengthen existing local ThinkFirst chapters and assist in the creation of new ones."

"Aviva's partnership with ThinkFirst is the centerpiece of its commitment to corporate social responsibility," says Igal Mayer, Aviva Canada's president and CEO. "Beyond the financial aid, the sponsorship will provide opportunities for Aviva employees and brokers to volunteer at special events and with local chapters, whose founders include neurosurgeons, neuroscience nurses and other healthcare professionals."

The practice of corporate social responsibility (CSR) has long been a cornerstone of Aviva Canada. Dedicated to being a good corporate citizen, Aviva's CSR program focuses on how they conduct business with their customers, brokers, employees and business partners. It also takes into account the company's support for human rights, management of health and safety issues, responsibility and actions in the community and commitment to the environment. In the past, Aviva and its employees have contributed hundreds of thousands of dollars to charities such as the United Way, Care Canada, and the Weekend to End Breast Cancer[®], and taken part in The Toronto 20-Minute Makeover, the Clean Air Commute and Earth Day.

According to Mayer, Aviva adopted a signature charity to focus its giving and make a real impact in communities across Canada. The partnership will connect Aviva and its employees with the concept of "protection" in the community at large and in the minds of the kids and parents who are ThinkFirst's focus.

About ThinkFirst

ThinkFirst's mission is to prevent brain and spinal cord injury through education aimed at healthy behaviours in children and youth. This is accomplished through injury prevention messages delivered in school-based presentations and sport-specific resources focused on safe and active participation. There are currently 20 ThinkFirst chapters in Canada, administered by neurosurgeons and neuroscience nurses who volunteer their time, expertise, and resources. ThinkFirst is endorsed by the Canadian Neurosurgical Society, the Canadian Association of Neuroscience Nurses, the Canadian Congress of Neurological Science, and the Canadian Spine Society. For more information please visit www.thinkfirst.ca.

About Aviva Canada Inc.

Aviva Canada Inc. is one of the leading Property and Casualty insurance groups in Canada, providing home, automobile and business insurance to more than 3 million customers. Our group of companies has more than 3,200 employees, 40 locations and more than 3,000 independent broker partners from coast to coast. Aviva Canada Inc.'s member companies are: Aviva Insurance Company of Canada, Pilot Insurance Company, Traders General Insurance Company, Elite Insurance Company, Scottish & York Insurance Co. Limited, and S&Y Insurance Company. Aviva Canada Inc. is a wholly owned subsidiary of UK-based Aviva plc, the world's fifth largest insurance group.

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