



Earn amazing rewards during **Step Up 2021**

Promotion period: September 1 to November 30, 2021

Step Up and earn amazing rewards!

Our popular Step Up promotion is back! Now with even more opportunities to earn amazing rewards!

The more apps you submit and settle from Sept. 1 to Nov. 30, 2021, the more you earn.¹

Both Foresters Financial™ and Canada Protection Plan products count!

New for 2021 — 2 nights of luxury!

Every app you submit and settle during Step Up 2021 gets you a ballot for a **2-night stay for you and a guest at one of Canada's top luxury spas!** The spa will be selected based on your province of residence.

PLUS you'll help make a positive difference.

We've joined forces with One Tree Planted to plant a tree for every qualifying app up to a maximum of 3,800 trees.

How it works

During the promotion period of Sept. 1 to Nov. 30, 2021:

- 3 apps submitted and settled earn a **\$100** gift card
- 5 apps submitted and settled earn a **\$250** gift card
- 7 apps submitted and settled earn a **\$500** gift card
- 10 apps submitted and settled earn a **\$1,000** gift card

Rewards will be paid out at the end of the promotion period based on the qualification level you achieve. **Earn up to a maximum of a \$1,000 gift card!**

Questions? Contact your Regional Vice President for more information.

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¹ Promotion open to advisors selling insurance products offered by Canada Protection Plan (A-Z Life Coverage, Express Elite Term Insurance, Cardiac Protect CI, Cancer Protect CI), Foresters Life Insurance Company (term life insurance, non-participating whole life, Live Well, Live Well Plus) and The Independent Order of Foresters (Advantage Plus), who are residents of Canada excluding Quebec; and who are the age of majority or older in their Province of residence. Each app must have a minimum annual premium of \$500 to qualify. Applications with split commissions will be credited based on the percentage split. Advisor's 13-month persistency must be above 85% to qualify. Eligible advisors cannot qualify for multiple Foresters or Canada Protection Plan promotions concurrently. Void where prohibited by law. Gift cards will be fulfilled at the end of the promotion period using the online rewards platform Guusto. Rewards for this promotion are considered a taxable benefit. Program closes November 30, 2021 at 11:59:59 p.m. EST. Foresters Financial will be the final authority as to qualification and the interpretation of these rules and reserves the right to make changes at any time for any reason without further notice. It is your responsibility to ensure that the product meets the consumer's insurance needs. Official rules are available at https://bluesky.foresters.com/WebGui/App_Content/EN/forms/505588-can-foresters-step-up-2021-official-rules.pdf.

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