

## “Sign up to Sun” is a success

The Sign up to sun contest ([see Focus # 221](#)), which encouraged plan members to sign up for paperless claims, closed on June 27, 2010. We want to say “Thank you” to our plan sponsors and their participating plan members for helping us exceed our goals and making it a huge success.

### Outstanding campaign results

- 50,319 Group Benefits plan members registered for direct deposit and paperless claim statements from May 3 to June 27, 2010.
- We really engaged plan members! The interactive microsite created for the campaign received almost 50,000 visits and plan members spent nearly six minutes on each visit to the site, to learn about the benefits of accessing their benefits online and to take the Green Home Challenge.
- The names of the 20 randomly selected winners of \$1,000 gift cards are posted on the microsite until September 17, 2010.

### Going green

As a result of the campaign, Sun Life is donating \$50,319 to Tree Canada (\$1 for every plan member who registered). This means that 12,580 new trees will be planted and maintained. We are proud to support Tree Canada’s work nurturing urban and rural forests to provide a better quality of life for current and future generations. Read the [news release](#) for more details.

Our plan members and plan sponsors have told us that “going green” is important to them. Sun Life’s continued investment in the development and promotion of the paperless benefits experience illustrates our commitment to sustainability and to our customers. A paperless benefits experience is not only fast and easy, it also helps the environment, so everyone wins.

### Microsite update

The contest information has been removed from the campaign microsite ([www.sunlife.ca/signuptosun](http://www.sunlife.ca/signuptosun)) but the site continues to engage plan members — as well as helping them do their part for the environment.

When promoting our online services to your plan members you can still [download banners](#) (which do not refer to the contest) to link your plan members from your intranet to the microsite.

### Questions?

Please contact your Sun Life Financial group benefits representative.