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## TRUENORTH ACQUIRES JEWELL INSURANCE

(CEDAR RAPIDS, Iowa, August 2018) – Representatives from TrueNorth Companies and Jewell Insurance announced this week that Jewell Insurance will be adopting the TrueNorth name and brand to further expand firm presence throughout Colorado.

Located in Greenwood Village, Jewell Insurance has established a strong reputation for trust, expertise and creative solutions. “Our partnership with TrueNorth will allow us to further enhance our creative solutions and provide the advantage of added resources dedicated to the success of our clients’ businesses and the protection of their assets,” said Jewell vice president, Aaron Ellsworth.

“As we continue to broaden our national footprint, we intend to expand TrueNorth’s presence within the state of Colorado, using the Greenwood Village location as a flagship office,” said Duane Smith, CEO of TrueNorth. “With over 65 years in business, Jewell’s reputation in the Denver area will lay a strong foundation for our combined organizations to grow.” The Greenwood Village location will serve as TrueNorth’s second location in the Denver marketplace. TrueNorth has an existing location in Longmont.

With 15 offices spanning six states, TrueNorth continues to rank within the top 50 largest privately-owned brokerage firms in the United States. As the company continues to evolve, planned growth through acquisition will lead to future buyouts throughout the United States.

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### ABOUT TRUENORTH

TrueNorth® is an entrepreneurial insurance and financial strategies firm focused on providing integrated solutions to clients. Our firm specializes in assisting businesses and individuals with customized solutions for their insurance and financial strategies needs. For businesses, we provide risk management/property casualty, employee benefits, retirement plans, strategic continuation planning for business succession, consulting and education. We provide additional niche specific services for the construction, medical and transportation industries. TrueNorth also provides individual solutions in personal home, auto, liability, financial planning and health insurance. TrueNorth is headquartered in Cedar Rapids with additional Iowa locations in Cedar Falls, the Greater Des Moines area and the Quad Cities. Across the country, we have sales offices in Colorado, Illinois, Michigan, Tennessee and Texas. Learn more at [www.truenorthcompanies.com](http://www.truenorthcompanies.com).