
INSURANCE BROKERS ASSOCIATION OF CANADA
ASSOCIATION DES COURTIERS D'ASSURANCES DU CANADA

Attention: Insurance Industry Media

Economical Insurance remains a Full Partner of the Broker Identity Program for 2018

Toronto, May 1, 2018 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Economical Insurance is maintaining its support of the Broker Identity Program (BIP) at the Full Partner level.

Launched in 1988, the mission of the Broker Identity Program is to raise awareness of the insurance broker distribution network and promote the value and professionalism of brokers to consumers, insurers and governments. The program's centrepiece is the magenta BIPPER logo, a widely recognized symbol representing the choice, advice, and advocacy that brokers bring to their clients.

"We're pleased to partner with the Broker Identity Program to support the value and insight of our broker partners, which is especially valuable today as our industry is impacted by climate change, technological innovation and changing customer expectations," said Rowan Saunders, President and CEO of Economical Insurance.

Peter Braid, CEO of IBAC stated, "Economical's renewed commitment underscores the important role of brokers in providing expert insurance advice and protecting their clients' interests. We greatly appreciate their strong support."

About Economical Insurance

Founded in 1871, Economical is one of Canada's leading property and casualty insurers, with more than \$2.2 billion in annualized premium volume and more than \$5.6 billion in assets as at December 31, 2017. Headquartered in Waterloo, ON, this Canadian-owned and operated company services the insurance needs of more than one million customers across the country. Economical conducts business under the following brands: Economical Insurance, Economical, Western General, Economical Select, Perth Insurance, Sonnet, Petsecure, Economical Financial, and Family Insurance Solutions.

About IBAC

Founded in 1921, the Insurance Brokers Association of Canada is a federation of 11 provincial and regional associations of property and casualty insurance brokers across Canada. These associations represent approximately 38,000 insurance brokers in virtually every community across the country. As a not for profit organization, IBAC is neither an insurance company nor does it sell insurance products or represent insurance companies.

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