



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

Attention: Insurance Industry Media

Gore Mutual Insurance Company remains a Full Partner of the Broker Identity Program for 2019

Toronto, July 29, 2019 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Gore Mutual Insurance Company has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Gore Mutual's sponsorship will support IBAC's Broker Identity Program (BIP), a national advertising campaign that raises awareness of the significant value that insurance brokers provide for their clients – choice, advice and advocacy. With a redesigned logo and our new "Before the Quote" platform, the BIP campaign is reinvigorating the brand and highlighting the value of the broker distribution system.

In addition, their investment will contribute to important IBAC initiatives including IBAC's technology leadership, professional development of the broker workforce, and our strong and effective federal advocacy to maintain the separation of banking and insurance, which protects consumers and promotes a fair and competitive marketplace.

"We are happy to continue supporting IBAC and the important work it does through the Broker Identity Program," said Heidi Sevcik President and CEO of Gore Mutual. "This year marks our 180th year in business and our broker relationships have played a large role in the growth and success of our company. We are committed to investing in the advice-based channel and strongly believe in the expertise and value that brokers provide to Canadians."

IBAC Chief Executive Officer Peter Braid added: "Congratulations to Gore Mutual on 180 years of serving Canadian insurance consumers! Gore's support for the broker network reflects their commitment to customers and communities, and we are proud to renew our partnership with them."

About Gore Mutual Insurance Company

Founded in 1839, Gore Mutual is Canada's oldest property and casualty insurer, with over \$442 million in premiums and over \$1 billion in assets as of December 31, 2018. Based in Cambridge, Ontario and Vancouver, British Columbia, this Canadian-owned and operated mutual company employs over 350 people and is known for its investment in people, technology and innovation. With a long-standing commitment to genuine personal service, and with InsurTech partnerships such as BrokerLift, Gore Mutual is an unwavering supporter of its network of insurance brokers, who offer the highest standards of service, choice and advocacy to Canadian customers. Gore Mutual was voted the #1 insurance company by the Insurance Brokers Association of Ontario (IBAO) in 2014 and in 2018 received Best Workplaces Canada and Best Overall Corporate Governance awards. The Gore Mutual Foundation strengthens Canadian communities by supporting local initiatives and has donated more than \$10 million to over 650 charities.

About IBAC:

Founded in 1921, the Insurance Brokers Association of Canada is the national voice of over 38,000 property and casualty insurance brokers, advocating for the interests of both insurance brokers and consumers to the Government of Canada. The Broker Identity Program (BIP) was launched in 1988 to promote the value and professionalism of the insurance broker to consumers, insurers and governments.

For further information, please contact:

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