



## Insurance Brokers Concerned about Flood & Earthquake

### *“The Big If” Campaign aims to engage Canadians*

**TORONTO, ON, July 18, 2019** – Today, the Insurance Brokers Association of Canada (IBAC) is launching a new public awareness initiative entitled “The Big If” that will help Canadians better understand the risks of overland flooding and earthquake.

“The Big If” is an innovative national campaign with digital ads on targeted websites and digital billboards in major urban centres across the country. The creative illustrations use a lighthearted approach to spark interest and direct people to an experiential micro-site, [www.thebigif.ca](http://www.thebigif.ca), with links to additional information and resources.

The call to action encourages Canadians to talk to their insurance broker about their individual risk and the available insurance options that will protect them from financial loss. Given the trust-based relationships between insurance brokers and their clients, brokers are uniquely positioned to start the conversation and provide advice.

“No community is immune from natural disasters. Every spring we see catastrophic flooding from rising lakes and rivers or heavy rainfalls that devastates communities, businesses and families. In addition, certain regions of the country are vulnerable to earthquakes, and a major seismic event could have severe consequences,” stated Peter Braid, IBAC CEO.

Insurance brokers have consistently demonstrated their strong commitment to consumer protection. “The Big If” will continue this focus and promote the important role of the insurance broker in educating Canadians and helping them protect their financial well-being.

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#### *About IBAC*

*The Insurance Brokers Association of Canada (IBAC) is the national voice of over 38,000 property & casualty insurance brokers across Canada. We represent and advocate for the interests of both insurance brokers and consumers to the Government of Canada.*

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