



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

Attention: Insurance Industry Media

## **IBAC Welcomes the Wawanesa Mutual Insurance Company as a Full Partner for 2019**

Toronto, February 13, 2019 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that the Wawanesa Mutual Insurance Company has become a Full Partner for 2019.

Wawanesa'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.

As an IBAC Full Partner, Wawanesa provides sponsorship funding and in-kind services to support a wide range of IBAC advocacy and public education initiatives focused on promoting the significant value of insurance brokers in protecting Canadian consumers, communities and organizations. Wawanesa Mutual today is the largest P&C insurer in Canada that exclusively distributes insurance products through the broker channel.

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 believe independent brokers are in the best position to deliver advice and advocacy to our mutual customers," says Carol Jardine, President, Canadian P&C Operations, Wawanesa Mutual. "And being 100% broker-distributed, we can now truly say we're 'all in' on the Canadian broker channel. Our Full Partnership with IBAC is exciting for us, as it will offer us even more leverage to invest in – and support – the success of brokers."

IBAC Chief Executive Officer Peter Braid added: "I am very pleased to welcome Wawanesa to the IBAC family as a Full Partner. As previous sponsors of IBAC's activities with the World Federation of Insurance Intermediaries (WFII), Wawanesa has shown strong support for our organization. Now as a Full Partner, their increased investment further demonstrates their unwavering belief in the broker channel and their commitment to ensuring that consumers are well served."

### **About The Wawanesa Mutual Insurance Company:**

The Wawanesa Mutual Insurance Company, founded in 1896, is the largest Canadian Property and Casualty Mutual insurer with \$3 billion in annual revenue and assets of more than \$9 billion. Wawanesa Mutual, with executive offices in Winnipeg, is the parent company of Wawanesa General, which offers property and casualty insurance in California and Oregon; Wawanesa Life, which provides life insurance products and services throughout Canada; and Western Financial Group, which distributes personal and business insurance across Western Canada. With over

5,000 employees, Wawanesa proudly serves over two million policyholders through regional offices and service offices in Canada and the United States. Wawanesa actively gives back to organizations that strengthen communities where it operates, donating well above internationally recognized benchmarks for excellence in corporate philanthropy. Learn more at [www.wawanesa.com](http://www.wawanesa.com)

**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.

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**For further information, please contact:**

Denys Bégin, Manager, Marketing & Advertising  
Insurance Brokers Association of Canada  
416-367-1831 ext. 160 or [dbegin@ibac.ca](mailto:dbegin@ibac.ca)  
[www.ibac.ca](http://www.ibac.ca)