



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

Attention: Insurance Industry Media

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

Toronto, March 21, 2019 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Pembridge Insurance Company has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Pembridge'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 continue to be proud supporters of the Broker Identity Program and look forward to working with IBAC on the many initiatives that promote Brokers' roles as trusted advisors to their customers" says Bob Tisdale, President and C.O.O. of Pembridge Insurance Company.

IBAC Chief Executive Officer Peter Braid added: "We greatly appreciate Pembridge's continued investment in our Broker Identity Program. Their support is a clear demonstration of their confidence in the broker value proposition and their commitment to customer service excellence."

About Pembridge Insurance Company

Pembridge Insurance Company provides home and automobile insurance to Canadians through a network of select insurance brokers. Pembridge is backed by Allstate Insurance Company, giving it the scale and financial stability of one of the largest insurance companies in North America. Committed to giving back to communities, Pembridge is involved with various charities, including Bridges to Community Canada. To learn more, visit www.pembridge.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.

For further information, please contact:

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