



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

Attention: Insurance Industry Media

Wynward Insurance Group remains a Full Partner of the Broker Identity Program for 2019

Toronto, February 19, 2019 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Wynward Insurance Group has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Wynward'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.

"As a national insurer focused exclusively on the Commercial Property & Casualty market, Wynward remains steadfast in our commitment to the broker distribution network. In an ever-evolving and complex buying landscape, brokers remain at the core of our distribution model. We continue to place tremendous value on the expertise and advice that brokers provide to customers, and for that reason we are pleased to remain a Full Partner in the Broker Identity Program for 2019." stated Darryl Levy, President & Chief Executive Officer of Wynward.

IBAC Chief Executive Officer Peter Braid added: Wynward's dedication to the distribution of insurance exclusively through the broker channel is a strong show of support for insurance brokers. We greatly value our ongoing partnership, and thank them for their continued investment in the programs we deliver.

About Wynward Insurance Group:

Established in 1920, Wynward Insurance Group is a national commercial property & casualty insurer, operating in all provinces and territories. With offices throughout Canada, Wynward proudly serves customers from coast to coast, with its headquarters in Winnipeg. Wynward Insurance Group has a Financial Strength Rating of "A" (Excellent) from A.M. Best Company. For more information about Wynward, visit www.wynward.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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