



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

Attention: Insurance Industry Media

## **Wawanesa Mutual Insurance Company remains a Full Partner of the Broker Identity Program for 2020**

Toronto, June 22, 2020 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Wawanesa Mutual Insurance Company has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

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.

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.

“Wawanesa is all in on brokers,” said Carol Jardine, Wawanesa's President of Canadian P&C Operations. “When Canadians have a complex financial decision to make, they want to be able to turn to someone in their community who will represent their best interests. Now more than ever, independent insurance brokers are in the best position to provide people with that advice. That's why our full partnership with IBAC is so important. We want to help get the message out to all Canadians that their best insurance is an insurance broker.”

IBAC Chief Executive Officer Peter Braid added: “IBAC is very pleased that Wawanesa has renewed their sponsorship, and we greatly value their ongoing support and partnership. This investment, and their distribution of insurance products exclusively through the broker channel, signal their strong belief in the importance of the broker, and their commitment to the consumers we jointly serve.”

### **About Wawanesa Mutual Insurance Company**

The Wawanesa Mutual Insurance Company, founded in 1896, is the largest Canadian Property and Casualty Mutual insurer with \$3.9 billion in annual revenue and assets of \$10.5 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 5,700 employees, Wawanesa proudly serves over two million policyholders 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 <https://www.wawanesa.com/canada/>

**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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