



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

Attention: Insurance Industry Media

The Commonwell Mutual Insurance Group remains a Full Partner of the Broker Identity Program for 2020

Toronto, July 9, 2020 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that The Commonwell Mutual Insurance Group (Commonwell) has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Commonwell'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.

"We are pleased to continue our support of the Broker Identity Program. Independent brokers are key resources in communities and provide a valuable local advisory role. Our commitment to the growth and resiliency of community connections is important in our history as a Canadian mutual insurer and will continue to be important into the future", said Tim Shauf, President and CEO of The Commonwell Mutual Insurance Group. "We look forward to continued growth and support from our key broker business partners."

IBAC Chief Executive Officer Peter Braid added: "IBAC greatly appreciates The Commonwell's renewed investment and their commitment to the broker channel. Our ongoing partnership reflects the importance of our shared values in serving our clients and supporting our communities, especially in these challenging times."

About The Commonwell Mutual Insurance Group:

Established January 1, 2014, The Commonwell Mutual Insurance Group is a merger of three longstanding mutual insurance companies built on 125 years of hands-on commitment to the local communities it serves. The Commonwell Mutual Insurance Group operates on the same historical premise of its three legacy companies – maintaining a focus on local presence and service that builds strong long-term relationships for the benefit of the greater community. www.thecommonwell.ca.

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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