



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

Attention: Insurance Industry Media

Economical Insurance remains a Full Partner of the Broker Identity Program for 2020

Toronto, July 2, 2020 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Economical Insurance has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Economical'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.

"Now more than ever it's clear how important the advice of a broker can be to support the needs of each customer," said Rowan Saunders, President and CEO of Economical Insurance. "Economical is proud to continue our support of the Broker Identity Program and the awareness it brings for our valued broker partners across Canada."

"We are very pleased that Economical Insurance has renewed their IBAC sponsorship, and we greatly appreciate their ongoing support and partnership, said Peter Braid, IBAC's Chief Executive Officer. This investment underscores the value of the insurance broker in advising and advocating for clients through good times and bad, and demonstrates our shared commitment to the customers we jointly serve."

About Economical Insurance

Economical Mutual Insurance Company ("Economical" or "Economical Insurance", which includes its subsidiaries where the context so requires) is a leading property and casualty insurer in Canada, with approximately \$2.6 billion in annualized gross written premiums and over \$5.8 billion in assets as at March 31, 2020. Economical is a Canadian-owned and operated company that services the insurance needs of more than one million customers.

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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