



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

Attention: Insurance Industry Media

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

Toronto, August 26, 2020 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Intact Insurance Company has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Intact'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, Intact's 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.

"Given the current environment and challenges that COVID-19 has presented to individuals and businesses, being there for customers is more important than ever," said Louis Gagnon, President, Canadian Operations, Intact Financial Corporation. "Intact is pleased to continue supporting the Broker Identity Program at the full partner level as Brokers are essential partners for our business. We continue to work with more than 2,000 brokers across Canada and would like to thank them for all they are doing to support customers through good times and bad times."

IBAC Chief Executive Officer Peter Braid says: "As a long-standing partner, Intact clearly demonstrates their unwavering commitment to IBAC and the brokers we represent. Intact recognizes the critical role that brokers play in supporting and advocating for their clients throughout these difficult times. We greatly appreciate their renewed investment in our programs and initiatives, and their strong vote of confidence for the broker channel."

### **About Intact Insurance Company and Intact Financial Corporation:**

Intact Insurance Company is Canada's largest home, auto and business insurance company, the choice of more than four million consumers. Its coast-to-coast presence and its strong relationship with insurance brokers mean the company can provide the outstanding service, comfort and continuity customers deserve. Intact Insurance Company is a member company of Intact Financial Corporation (TSX: IFC), the largest provider of property and casualty insurance in Canada and a leading provider of specialty insurance in North America.

### **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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