



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

Attention: Insurance Industry Media

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

Toronto, September 14, 2020 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Gore Mutual Insurance Company has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Gore Mutual'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're proud to support IBAC and the important work it does through the Broker Identity Program," said Gore Mutual CEO, Andy Taylor. "We're radically transforming our business in a way that will redefine Gore Mutual and our place in the market. Our franchise has never been stronger thanks to the support of brokers, and our future growth and success is dependent on the great relationships we're continuing to build with them. We strongly believe in the expertise and value that brokers provide to Canadians and remain committed to investing in the advice-based channel."

IBAC Chief Executive Officer Peter Braid added: "Gore's long-standing partnership with IBAC demonstrates their unwavering commitment to insurance brokers and to the customers we jointly serve. We greatly appreciate their renewed investment and their vote of confidence in the value of the broker distribution channel."

### **About Gore Mutual Insurance Company**

Founded in 1839, Gore Mutual is Canada's oldest property and casualty insurer, with over \$475 million in premiums and over \$1.1 billion in assets. Based in Cambridge, Ontario and Vancouver, British Columbia, this Canadian-owned and operated mutual company employs over 400 people and is known for its investment in people, technology and innovation. Gore Mutual was voted the #1 insurance company by the Insurance Brokers Association of Ontario (IBAO) in 2014, named a 2019 Best Workplace in Financial Services and Insurance and certified as a 2020 Best Workplace Canada. The Gore Mutual Foundation strengthens Canadian communities by supporting local initiatives and has donated more than \$12 million to over 650 charities over the past 20 years.

### **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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