



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

*Attention: Insurance Industry Media*

## **Optimum General Insurance: A full Partner of the Broker Identity Program for 2020**

Toronto, November 16, 2020 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Optimum General Insurance (Optimum) has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Optimum'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.

"Optimum continues to be a firm advocate of the key role independent brokers play in the distribution of insurance and of the added value they bring to insurance transactions. We believe brokers are a key part of our success and, hence, we remain a proud supporter of IBAC's Broker Identity Program", said J.-Sébastien Lagarde, Senior Vice President, Corporate Strategy and Branch Operations, and Interim Vice President, Business Development.

"IBAC greatly appreciates Optimum's ongoing partnership and their strong support for the broker channel. Their renewed investment underscores the value that brokers provide to consumers in serving and advocating for their best interests, a role that is even more important in these challenging times." said Peter Braid IBAC Chief Executive Officer.

### **About Optimum General Insurance**

Since 1976, the team provides insurance to Canadians from its offices located in Québec, Ontario, Manitoba, Alberta and British Columbia. Optimum General Inc. is a Canadian holding active through its three companies: Optimum Insurance Company Inc., Optimum West Insurance Company Inc. and Optimum Farm Insurance Inc. Optimum General Inc., Canadian-owned, is a subsidiary of Optimum Group Inc., a private and diversified financial group with international operations. Since 1969, Optimum Group's team of experts has been working to preserve the financial security of its customers. Global and privately-owned, it is diversified in the sectors of life insurance, general insurance, life reinsurance, actuarial consulting, asset management, information technologies and real estate. The Group has more than 600 employees in subsidiaries mainly across Canada, in the United States and in France.

### **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.

-30-

**For further information, please contact:**

Denys Bégin, Manager, Marketing & Communications  
Insurance Brokers Association of Canada  
416-367-1831 ext. 160 or [dbegin@ibac.ca](mailto:dbegin@ibac.ca)  
[www.ibac.ca](http://www.ibac.ca)