



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

Attention: Insurance Industry Media

Unica Insurance Inc. remains a Full Partner of the Broker Identity Program for 2021

Toronto, February 23, 2021 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Unica Insurance Inc. (Unica) has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Unica'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.

"Given Unica's focus on specific commercial segments and high net worth personal insurance, we rely on the strength of the broker channel. This makes it a very easy decision to support IBAC in their endeavours and continue Unica's participation as a Full Partner in the Broker Identity Program." said Dave Smiley, COO of Unica.

"We greatly appreciate Unica's continued partnership and support." said Peter Braid, IBAC's Chief Executive Officer. "Their renewed investment underscores the essential role that insurance brokers play in providing expert advice and customer service to their clients.

About Unica Insurance Inc.

Founded in 1955, Unica Insurance provides innovative niche Commercial and VIP Personal Insurance solutions to protect high net worth clients' homes, vehicles and businesses. Delivering best-in-class insurance protection backed by a renowned claims experience, Unica allows its customers to safeguard their hard-earned assets and protect their momentum. Unica is a subsidiary of La Capitale General Insurance, one of the largest property & casualty insurers in Canada. Our products are delivered exclusively through a network of select professional insurance brokers across Ontario. For more information, visit unicainsurance.com or follow us @unicainsurance.

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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