



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 2021

Toronto, March 22, 2021 – 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.

The sponsorship from Economical 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.

“As Economical enters our 150th year of serving Canadians, brokers remain an important part of our business, and we are committed to supporting them through initiatives including the Broker Identity Program,” said Tom Reikman, Senior Vice President and Chief Distribution Officer, Economical Insurance. “Consumer expectations are changing at a rapid pace, impacting how businesses across all industries operate— and insurance is no exception. With many exciting growth opportunities on the horizon, partnership with our valued broker partners is important now more than ever.”

“IBAC's long-standing partnership with Economical demonstrates their deep commitment to the broker channel, and the essential role that brokers play in supporting insurance consumers.” said Peter Braid, IBAC's Chief Executive Officer. “We greatly appreciate their investment in our programs and initiatives and look forward to our continued collaboration.”

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 over \$2.8 billion in annual gross written premiums for the year ended December 31, 2020 and over \$6.6 billion in assets as at December 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.

For further information, please contact:

Denys Bégin, Manager, Marketing & Communications
Insurance Brokers Association of Canada
416-367-1831 ext. 160 or dbegin@ibac.ca
www.ibac.ca

Chloe Matcham, Specialist, Public and Media Relations
Economical Insurance
(C) 225.725.9674 or Chloe.matcham@economical.com
www.economical.com