



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 2021

Toronto, April 19, 2021 – 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.

The sponsorship from Gore Mutual 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 continue supporting IBAC and the work it does through the Broker Identity Program," said Gore Mutual CEO, Andy Taylor. "The events of the past year are unprecedented in our lifetimes, with COVID-19 creating new and unforeseen challenges for everyone. During these extraordinary times, the expertise and value provided by the advice-based channel are incredibly important to consumers and we remain fully committed to broker distribution. In 2021, we will be making significant improvements in service, response times, competitive pricing and appetite to help us continue to grow with brokers across Canada."

IBAC Chief Executive Officer Peter Braid added: "We greatly value our long-standing partnership with Gore and thank them for their ongoing support for the broker network. Gore's business model of distributing their products exclusively through insurance brokers underscores the importance of the broker-client relationship and demonstrates a deep commitment to providing the best experience for insurance consumers."

About Gore Mutual Insurance Company:

Founded in 1839, Gore Mutual is Canada's oldest property and casualty insurer, with over \$500 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 450 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. Learn more at goremutual.ca.

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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