



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

Attention: Insurance Industry Media

SGI CANADA and Coachman remain a Full Partner of the Broker Identity Program for 2021

Toronto, May 10, 2021 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that SGI CANADA and its subsidiary company, Coachman Insurance, remain supportive of the Broker Identity Program (BIP) at the Full Partner level.

The sponsorship from SGI CANADA 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 committed to maintain our support of the Broker Identity Program at the Full Partner level," says Andrew Cartmell, President & CEO of SGI CANADA. "This support is consistent with our exclusive commitment to the broker distribution channel, and our belief in the valuable role brokers play in providing an exceptional customer experience."

IBAC Chief Executive Officer Peter Braid added: "We greatly appreciate our continued partnership with SGI, and their renewed investment for 2021. This support, and their exclusive distribution through brokers, demonstrates their strong commitment to ensuring that consumers receive expert advice and are well-served in all their insurance needs."

About SGI CANADA and Coachman

SGI CANADA offers competitive property and casualty insurance products in Saskatchewan, Alberta, Manitoba and British Columbia, and under SGI CANADA and Coachman Insurance Company in Ontario. Visit www.sgicanada.ca for more information.

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
www.ibac.ca