



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

Attention: Insurance Industry Media

Wawanesa Mutual Insurance Company remains a Full Partner of the Broker Identity Program for 2021

Toronto, May 3, 2021 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Wawanesa Mutual Insurance Company (Wawanesa) has maintained its support of the Broker Identity Program at the Full Partner level.

Wawanesa's sponsorship will support IBAC's Broker Identity Program, a national advertising campaign that raises awareness of the significant value that insurance brokers provide for their clients – choice, advice and advocacy.

In addition, Wawanesa's investment will contribute to important IBAC initiatives, including IBAC's technology leadership, professional development of the broker workforce, and their strong and effective federal advocacy to maintain the separation of banking and insurance, which protects consumers and promotes a fair and competitive marketplace.

"We want to make sure all Canadians understand why reaching out to an insurance broker is the best way for them to get the insurance advice they need," said Carol Jardine, Wawanesa's President of Canadian P&C Operations. "Wawanesa is proud to be the largest property and casualty insurance company in Canada that relies solely on insurance brokers to serve our current and future policyholders. Renewing our financial commitment to IBAC supports the essential work of brokers and us in our communities."

IBAC Chief Executive Officer Peter Braid added: "Wawanesa is a strong champion of the broker network and a valued IBAC partner. Their renewed sponsorship underscores our shared commitment to ensuring that consumers have the tools they need to make informed decisions on insurance matters. We greatly appreciate Wawanesa's ongoing support for IBAC's Broker Identity Program as well as their leadership and contributions to our technology program and other initiatives."

About Wawanesa Mutual Insurance Company

The Wawanesa Mutual Insurance Company, founded in 1896, is the largest Canadian Property and Casualty Mutual insurer with \$3.9 billion in annual revenue and assets of \$10.5 billion. Wawanesa Mutual, with executive offices in Winnipeg, is the parent company of Wawanesa General, which offers property and casualty insurance in California and Oregon; Wawanesa Life, which provides life insurance products and services throughout Canada; and Western Financial Group, which distributes personal and business insurance across Western Canada. With over 5,700 employees, Wawanesa proudly serves over two million policyholders in Canada and the United States. Wawanesa actively gives back to organizations that strengthen communities where it operates, donating well above internationally recognized benchmarks for excellence in corporate philanthropy. Learn more at <https://www.wawanesa.com/canada/>

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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