

*Attention: Insurance Industry Media*

## **Red River Mutual continues as Full Partner of the Broker Identity Program**

April 10, 2007/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that the Red River Valley Mutual Insurance Company continues to be a Full Partner of the Broker Identity Program for 2007.

The Program's centre-piece is the BIP symbol known as the BIPPER. The symbol captures the value that insurance brokers bring their clients: coverage and security. By continuing to invest in the program, Red River Mutual supports the message being delivered every day by brokers to consumers, legislators, government officials, and regulators.

“Since its founding in 1875 by Mennonites who immigrated to Manitoba from Europe, Red River has based one of its core values on customer service”; said Harvey Heinrichs, President and CEO of Red River Mutual. “ Our products are distributed across Manitoba and Saskatchewan by insurance brokers who understand the importance of the highest level of customer service like we do. Our investment in the Broker Identity Program is our way of showing that we believe in the importance and value brokers bring to our clients, and we continue to support them.” added Heinrichs.

IBAC Chief Executive Officer Dan Danyluk added: “ Brokers share the same values that companies like Red River do. Red River has a long and well-established history in the west, first serving Mennonites, and then growing into a full service insurer covering the risks of communities in two provinces. Brokers dealing with Red River can be proud of the company's support for the brokerage distribution network.”

The Broker Identity Program was launched in 1989 by the Insurance Brokers Association of Canada. It is a branding campaign for over 30,000 insurance brokers and in 2006 was supported by 20 leading insurance companies.

Founded in 1921, the Insurance Brokers Association of Canada is a federation of 11 provincial and regional associations of property and casualty insurance brokers.

### **For further information, please contact:**

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