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

Attention: Insurance Industry Media

Mennonite Mutual Fire Insurance Company maintains its investment as a Full Partner of the Broker Identity Program

June 23, 2008/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Mennonite Mutual Fire Insurance Company is maintaining its investment as a Full Partner of the Broker Identity Program for 2008.

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 investing in the program, Mennonite Mutual supports the role insurance brokers provide Canadian consumers.

"Mennonite Mutual is happy to play a part in IBAC's role to raise awareness of the services insurance brokers provide to consumers in their daily activities" said Earl Harder, President of Mennonite Mutual Fire Insurance Company.

IBAC CEO Dan Danyluk added: "Insurers that are investing in the program are proving to be valuable partners to brokers. They are realizing the advisory role brokers play in dealing with consumers by providing unbiased, informed, and experienced knowledge in the insurance marketplace."

The Broker Identity Program was launched in 1989 by the Insurance Brokers Association of Canada. It is a branding campaign for over 32,000 insurance brokers and in 2007 was supported by over 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.

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