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

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*Attention: Insurance Industry Media*

**Portage Mutual Insurance Company continues its investment as a  
Full Partner of the Broker Identity Program**

July 2, 2008/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Portage Mutual 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, Portage Mutual supports the role insurance brokers provide Canadian consumers.

"Brokers are an important component of our industry and we are proud to contribute to this important program. We encourage associations and brokers to continue promoting the profession to consumers and politicians alike" said Randy Clark, President & CEO of Portage Mutual.

IBAC CEO Dan Danyluk added: "Portage Mutual's investment contributes to raising awareness of the value brokers provide Canadian consumers, and we are proud of their commitment".

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.

**For further information, please contact:**

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