

*Attention: Insurance Industry Media*

**The Dominion of Canada General Insurance Company  
confirms its continued support of the  
Broker Identity Program**

Toronto, April 21, 2009 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that The Dominion of Canada General Insurance Company has confirmed its support of the Broker Identity Program for 2009. The Program's centre-piece is the broker's symbol known as the BIPPER. The symbol captures the value that insurance brokers bring their clients: choice, coverage, security and peace of mind.

"By investing in the program, The Dominion of Canada General Insurance Company supports the campaign whose purpose is to raise awareness of the value of the insurance broker distribution network" said George Cooke, President & CEO of The Dominion of Canada General Insurance Company.

IBAC Chief Executive Officer Dan Danyluk added: "We are proud to have the support of The Dominion, one of the oldest insurance companies in Canada, and best known for its professional integrity, superior products and dedication to delivering exceptional service. "

Launched 21 years ago, the mission of the Broker Identity Program is to promote the value and professionalism of the insurance broker to consumers, insurers and governments. It is a branding campaign for over 33,000 insurance brokers.

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

**For further information, please contact:**

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