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

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*Attention: Insurance Industry Media*

**Gore Mutual continues to show their commitment to insurance brokers**

Toronto, July 16, 2009 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Gore Mutual Insurance Company renewed its commitment to support insurance brokers by investing as a Full Partner in the Broker Identity Program.

The program's centre-piece is the broker's logo. The symbol captures the value that insurance brokers bring their clients: choice, coverage, security and peace of mind. By investing in the program, Gore Mutual supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"Gore Mutual believes that Canadians deserve unbiased professional advice, and we are proud to support the broker brand," says Kevin McNeil, President and CEO of Gore Mutual. "Our interest has always been to help build awareness for our broker partners. Supporting a channel brand will reinforce the significant and distinct value brokers deliver."

IBAC Chief Executive Officer Dan Danyluk added: "This branding program continues to showcase that the best advice on insurance matters to Canadians is through a broker. Gore Mutual's investment contributes to raising awareness of the value brokers provide Canadian consumers, and we are proud of their commitment," added Danyluk.

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.

Gore Mutual has proudly served Canadians since 1839 and has been named the number one insurance company by the Insurance Brokers Association of Ontario in 2006 and 2008.

**For further information, please contact:**

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