

*Attention: Insurance Industry Media*

## **Economical Insurance Group remains a Full Partner of the Broker Identity Program**

Toronto, July 23, 2009 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that The Economical Insurance Group is maintaining its investment as a Full Partner of the Broker Identity Program for 2009.

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, The Economical Insurance Group supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"Since the inception of the company 138 years ago, The Economical Insurance Group has distributed its broad range of products and services solely through the independent broker distribution channel," said Noel Walpole, President and CEO of The Economical Insurance Group. "We continue to be a true partner with our brokers and believe in the professionalism they display to all insurance stakeholders. As a supporter since the inception of the Broker Identity Program, we know that it will continue to encourage consumers to choose the independent broker for their insurance needs," added Walpole.

IBAC Chief Executive Officer Dan Danyluk declared that "The main objective of the Broker Identity Program is to promote to the politicians a brand that represents the value our profession brings to the consumer. Brokers are grateful of the support and vote of confidence they receive from The Economical Insurance Group."

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.

**For further information, please contact:**

Janine Cavin, Manager, Marketing & Advertising  
Insurance Brokers Association of Canada  
416-367-1831 or [jcavin@ibac.ca](mailto:jcavin@ibac.ca)



155 University Avenue, Suite 1230  
Toronto, Ontario, M5H 3B7

Tel: (416) 367-1831 • Fax: (416) 367-3687  
[www.ibac.ca](http://www.ibac.ca)