

*Attention: Insurance Industry Media*

## **York Fire & Casualty maintains its status of Full Partner of the Broker Identity Program in 2009**

September 22, 2009/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that York Fire & Casualty (York) is continuing to invest 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, York supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"York is proud to continue as a Full Partner of the Broker Identity Program," said Martin Delage, President and COO of York. "We support and encourage brokers to communicate clearly and regularly the valuable advice, choice and coverage that they provide Canadians each and every day," added Delage.

IBAC CEO Dan Danyluk added: "We are pleased that insurers continue to realize the advisory role brokers play in dealing with consumers. York is not only a valuable partner to brokers, but by investing in the program they further provide Canadian consumers with the ability to be informed about the real value insurance brokers provide."

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:**

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