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

Attention: Insurance Industry Media

Unica remains a Full Partner of the Broker Identity Program for 2018

Toronto, June 14, 2018 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Unica Insurance Inc. (Unica) has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Launched in 1988, the mission of the Broker Identity Program is to raise awareness of the insurance broker distribution network and promote the value and professionalism of brokers to consumers, insurers and governments. The program's centrepiece is the magenta BIPPER logo, a widely recognized symbol representing the choice, advice, and advocacy that brokers bring to their clients.

"Unica is proud to support the Broker Identity Program and remains committed as a Full Partner," said David Smiley, COO of Unica. "We fully appreciate that Unica's target niche customers, with their more complex insurance needs, are best served by the Broker distribution network. On the occasion of the 30th anniversary of the Broker Identity Program, we are particularly proud to show our full support once again," added Smiley.

Added Peter Braid, IBAC's Chief Executive Officer, "Unica recognizes the value that brokers bring to insurance consumers, providing them with expert advice and helping them to make informed decisions regarding their insurance needs. We greatly appreciate Unica's renewed investment which supports the broker channel and contributes to raising consumer awareness."

About Unica

Founded in 1955 and 100% Dependably Canadian®, Unica is a subsidiary of La Capitale General Insurance, a major Canadian property & casualty insurer. From its office in Mississauga, Ontario, Unica offers innovative insurance solutions to protect consumers' homes, vehicles and businesses. Unica strongly believes in the value the broker brings to the insurance transaction and so distributes its products exclusively through a network of professional insurance brokers throughout Ontario.

About IBAC:

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. These associations represent approximately 36,000 insurance brokers in virtually every community across the country. As a not for profit organization, IBAC is neither an insurance company nor does it sell insurance products or represent insurance companies.

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