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

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*Attention: Insurance Industry Media*

**RSA Canada remains a Full Partner of the Broker Identity Program for 2018**

Toronto, March 21, 2018 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that RSA 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.

We are fully committed to the long term success of the broker distribution channel and are pleased to once again support the Broker Identity Program at the Full Partner level," said Martin Thompson President & CEO, RSA Canada. "We continue to support the program because we truly believe in the value of an independent broker and their role as a trusted advisor to their clients".

IBAC Chief Executive Officer Peter Braid added: "We are very pleased that RSA will continue to be a Full Partner in our Broker Identity Program. RSA has a long and well-established history of building strong relationships with brokers, and we appreciate their ongoing support for the important role of brokers in the sale and distribution of insurance.

**About RSA Canada:**

The RSA Canada group of companies includes Roins Financial Services Limited, Royal & Sun Alliance Insurance Company of Canada, Quebec Assurance Company, Johnson Inc., Unifund Assurance Company, Western Assurance Company, Ascentus Insurance Ltd., Canadian Northern Shield Insurance Company and RSA Travel Insurance Inc. (collectively, "RSA Canada") and is part of RSA Insurance Group Plc. RSA Canada employs more than 3,000 people across Canada and is one of the oldest insurance companies in the country with roots dating back to 1833.

**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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**For further information, please contact:**

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

[www.ibac.ca](http://www.ibac.ca)

