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

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*Attention: Insurance Industry Media*

**Portage Mutual Insurance 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 Portage Mutual Insurance 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.

"As insurance products and services continue to increase in complexity it is vitally important that the consumer has access to proper education and choice surrounding their insurance decisions. The best provider of choice and education is an insurance broker. We are proud to support the BIP and IBAC's initiatives in support of their brokers." states Portage Mutual President & CEO, John Mitchell.

Added Peter Braid, IBAC's Chief Executive Officer, "Portage Mutual has built strong partnerships with its brokers, recognizing their value in providing consumers with the resources and advice they need to make informed financial decisions. Portage Mutual's renewed support for our branding program demonstrates their ongoing commitment to the broker channel."

**About Portage Mutual Insurance Company**

The Portage Mutual Insurance Company was organized in October 1884, based on the underlying principles of security, integrity, hard work, and personalized service. As a 100% Canadian-owned mutual insurance company, the success of Portage Mutual depends upon serving policyholders with fairness and showing genuine concern for their security. We do this by providing reasonably priced, flexible insurance products and by supporting our brokers with exemplary service. At Portage Mutual, we believe that doing business with integrity never goes out of style. It is as important today as it was when we began 130 years ago, and it is part of what makes Portage Mutual customers so loyal.

**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 38,000 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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