



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

Attention: Insurance Industry Media

Economical Insurance remains a Full Partner of the Broker Identity Program for 2019

Toronto, June 18, 2019 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Economical Insurance has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Economical's sponsorship will support IBAC's Broker Identity Program (BIP), a national advertising campaign that raises awareness of the significant value that insurance brokers provide for their clients – choice, advice and advocacy. With a redesigned logo and our new “Before the Quote” platform, the BIP campaign is reinvigorating the brand and highlighting the value of the broker distribution system.

In addition, their investment will contribute to important IBAC initiatives including IBAC's technology leadership, professional development of the broker workforce, and our strong and effective federal advocacy to maintain the separation of banking and insurance, which protects consumers and promotes a fair and competitive marketplace.

“Economical is proud to support our valued broker partners through the Broker Identity Program, as they continue to provide much needed advice and guidance to our policyholders. This is especially important now, as our industry continues to transform and innovate to meet new customer expectations,” said Rowan Saunders, President and CEO of Economical Insurance.

IBAC Chief Executive Officer Peter Braid added: “We greatly appreciate Economical's ongoing support for IBAC and the programs we deliver. Their renewed investment in our national advertising campaign demonstrates a strong commitment to the broker channel, and underscores the important role of the broker in serving insurance consumers.”

About Economical Insurance

Economical is a leading property and casualty insurer in Canada, with approximately \$2.5 billion in annualized gross written premiums and approximately \$5.7 billion in assets as at March 31, 2019. Economical is a Canadian-owned and operated company that services the insurance needs of more than one million customers across the country.

About IBAC:

Founded in 1921, the Insurance Brokers Association of Canada is the national voice of over 38,000 property and casualty insurance brokers, advocating for the interests of both insurance brokers and consumers to the Government of Canada. The Broker Identity Program (BIP) was launched in 1988 to promote the value and professionalism of the insurance broker to consumers, insurers and governments.

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