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

Attention: Insurance Industry Media

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

Toronto, May 31, 2018 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Echelon 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 a broker-exclusive insurer, Echelon is proud to support the Broker Identity program, and we are pleased to renew our important partnership with the Insurance Brokers Association of Canada,” said Serge Lavoie, Echelon's President & Chief Executive Officer.

According to Peter Braid, IBAC's Chief Executive Officer, “Consumers recognize that brokers protect their interests and offer them expert insurance advice. Echelon's investment contributes to consumer awareness and we are proud of their commitment.”

About Echelon

Founded in 1998, Echelon Financial Holdings Inc. operates in the property and casualty insurance industry in Canada, providing personal and commercial lines insurance exclusively through the broker channel. The Company distributes insurance products through Echelon Insurance and The Insurance Company of Prince Edward Island. It trades on the Toronto Stock Exchange under the symbol EFH. For more information, please visit echeloninsurance.ca.

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.

-30-

For further information, please contact:

Denys Bégin, Manager, Marketing & Advertising
Insurance Brokers Association of Canada
416-367-1831 or dbegin@ibac.ca

www.ibac.ca

