



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

*Attention: Insurance Industry Media*

## **Portage Mutual remains a Full Partner of the Broker Identity Program for 2019**

Toronto, May 2x, 2019 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that The Portage La Prairie Mutual Insurance Company (Portage Mutual) has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Portage Mutual'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 reinventing 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.

"We are very pleased to participate in the BIP at the full partner level. IBAC continues to effectively promote the ideals and values that brokers bring to their clients." states Portage Mutual President & CEO, John Mitchell.

IBAC Chief Executive Officer Peter Braid adds: "We greatly appreciate the continued support of Portage Mutual. Their renewed investment in IBAC demonstrates their strong commitment to the broker channel and to the insurance customers we serve."

### **About Portage Mutual Insurance Company**

The Portage la Prairie 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 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.

**For further information, please contact:**

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