



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

*Attention: Insurance Industry Media*

### **Travelers Canada remains a Full Partner of the Broker Identity Program for 2019**

Toronto, July 23, 2019 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Travelers Canada has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Travelers' 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.

"With an ever evolving insurance marketplace, brokers and insurers have an important role in helping guide consumers through the complexities now more than ever. Programs like the BIP are fundamental to the value-added service our industry can provide and Travelers Canada is pleased to be an ongoing supporter of the initiative," said Heather Masterson, President and CEO of Travelers Canada.

IBAC Chief Executive Officer Peter Braid added: "Travelers' renewed support for our Broker Identity Program demonstrates their shared commitment to serving insurance consumers. We greatly appreciate their continued partnership, and their vote of confidence in the broker distribution system."

#### **About Travelers Canada**

Travelers Canada is part of The Travelers Companies, Inc. (NYSE: TRV), a leading provider of property casualty insurance for auto, home and business. A component of the Dow Jones Industrial Average, Travelers has approximately 30,000 employees and generated revenues of approximately US\$30 billion in 2018. For more information, visit [www.travelerscanada.ca](http://www.travelerscanada.ca)

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

Denys Bégin, Manager, Marketing & Advertising  
Insurance Brokers Association of Canada  
416-367-1831 ext. 160 or [dbegin@ibac.ca](mailto:dbegin@ibac.ca)  
[www.ibac.ca](http://www.ibac.ca)