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

Attention: Insurance Industry Media

**Wynward Insurance Group remains a Full Partner
of the Broker Identity Program for 2018**

Toronto, April 26, 2018 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Wynward Insurance Group 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 centerpiece is the magenta BIPPER logo, a widely recognized symbol representing the choice, advice, and advocacy that brokers bring to their clients.

"Wynward is proud to be a full supporter of the independent broker channel. In today's increasingly crowded distribution space, we recognize the value that a broker provides to customers in terms of advocacy and choice." said Darryl Levy, President & Chief Executive Officer of Wynward Insurance Group.

IBAC Chief Executive Officer Peter Braid added: "Wynward is an outstanding company with unique capabilities as a commercial insurance specialist. We appreciate their ongoing support for the important role of brokers in the sale and distribution of insurance.

About Wynward Insurance Group:

Established in 1920, Wynward Insurance Group is a national Property & Casualty insurer, operating in all Provinces and Territories. With offices throughout Canada, Wynward proudly serves customers from coast to coast, with its headquarters in Winnipeg. Wynward Insurance Group has a Financial Strength Rating of "A" (Excellent) from A.M. Best Company.

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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