



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

Attention: Insurance Industry Media

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

Toronto, June 11, 2019 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Saskatchewan Mutual Insurance (SMI) has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

SMI'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.

"SMI is pleased to continue to support IBAC as a Full Partner. With the pace of change accelerating in the industry, the organization plays an important role as the national voice of brokers and as an advocate for consumers," states SMI President & CEO, Laura Wiebe.

IBAC Chief Executive Officer Peter Braid adds: "SMI's renewed investment in our national branding program is a strong show of support for brokers. We look forward to our continued partnership in providing security and peace of mind for insurance consumers, and protecting their financial well-being."

### **About Saskatchewan Mutual Insurance (SMI)**

SMI is a federally regulated property and casualty insurance company operating successfully in Alberta, Saskatchewan and Manitoba with annual direct written premiums of \$76.6 million. As a mutual, the Company's Policyholders have voting rights and annually have the opportunity to participate in the election of the Board of Directors that oversees and sets strategic direction for the organization. Earnings are retained to support future growth, to maintain a strong capital position and to help keep insurance rates low for its policyholders.

In 1908, a group of Saskatchewan farmers founded SMI in order to create ready access to affordable insurance protection. With that pioneer spirit in mind, SMI has prospered for over 110 years, providing security and service to its many policyholders. SMI, has approximately 75 employees and distributes its products through the brokerage system. The Company's head office is located in Saskatoon with service offices in Calgary, Regina and Winnipeg.

Saskatchewan Mutual Insurance Company is dedicated to providing security for its policyholders and employees. Building on an historical foundation of integrity, commitment and superior service, SMI will successfully meet the challenges of the future through strategic planning and innovation. For more information on SMI, please visit, <http://www.saskmutual.com>.

### **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)