



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

*Attention: Insurance Industry Media*

## **Unica Insurance Inc. remains a Full Partner of the Broker Identity Program for 2019**

Toronto, March 27, 2019 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Unica Insurance Inc. (Unica) has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Unica'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.

"Unica strongly believes in the value of the broker. Our target customer relies on the expertise, advocacy and in-depth product knowledge brokers provide to build personalized insurance solutions for their specific needs. Unica is very proud to continue its partnership with IBAC in supporting the Broker Identity Program." said David Smiley, COO of Unica.

IBAC Chief Executive Officer Peter Braid added: "IBAC greatly appreciates Unica's continued partnership and their commitment to conduct business exclusively through the broker channel. Their investment will support our efforts in advocating and promoting the best interests of insurance brokers and consumers."

### **About Unica Insurance Inc.**

Founded in 1955, Unica Insurance provides innovative niche Commercial and VIP Personal Insurance solutions to protect high net worth clients' homes, vehicles and businesses. Delivering best-in-class insurance protection backed by a renowned claims experience, Unica allows its customers to safeguard their hard-earned assets and protect their momentum. Unica is a subsidiary of La Capitale General Insurance, one of the largest property & casualty insurers in Canada. Our products are delivered exclusively through a network of select professional insurance brokers across Ontario. For more information, visit [unicainsurance.com](http://unicainsurance.com) or follow us @unicainsurance.

### **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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