



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 2020

Toronto, February 24, 2020 – 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.

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.

"The decision to support IBAC's Broker Identity Program is an easy one for us to make," said Dave Smiley, COO of Unica. "We believe that our customers are best served by the experience and expertise provided by broker professionals, and Unica remains steadfast in its support for the broker channel."

IBAC Chief Executive Officer Peter Braid added: "Unica's exclusive distribution through the broker channel demonstrates their support for insurance brokers and their commitment to customer service excellence. Their continued investment in IBAC's programs and initiatives is greatly appreciated."

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 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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