



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 2020**

Toronto, April 4, 2020 – 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.

Wynward'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.

“At Wynward we make the right choice every day to have brokers as our sole distribution channel,” stated Darryl Levy, President & Chief Executive Officer of Wynward. “Through our continued support of IBAC and various provincial broker associations we proudly demonstrate our commitment to our broker partners and in turn our policyholders, who benefit tremendously from the advice, choice and advocacy they receive from brokers.”

“We greatly appreciate Wynward's continued investment in IBAC's programs, and their long-standing commitment to offer their products exclusively through brokers. IBAC Chief Executive Officer Peter Braid added: This partnership demonstrates our shared values of serving the best interests of our customers, and recognizes the enduring benefits of the advice and support that brokers provide to their clients.”

### **About Wynward Insurance Group:**

Established in 1920, Wynward Insurance Group is a national commercial 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. For more information about Wynward, visit [www.wynward.com](http://www.wynward.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.

**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)