



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

Attention: Insurance Industry Media

Travelers Canada remains a Full Partner of the Broker Identity Program for 2020

Toronto, June 17, 2020 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Travelers Canada has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

The sponsorship from Travelers Canada will support IBAC's BIP, a national advertising campaign that raises awareness of the significant value that insurance brokers provide for their clients – choice, advice and advocacy.

Their investment will also 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.

"Brokers serve a critical role in providing counsel to our customers," said Heather Masterson, President and CEO of Travelers Canada. "We remain committed to raising awareness of the value-added service brokers bring to the table, and we are proud to continue supporting the Broker Identity Program at the Full Partner level."

In addition to its Full Partner commitment to supporting brokers, Travelers Canada has announced accelerated payments to eligible brokers to help with cash flow challenges in the current environment – the first P&C carrier in Canada to do so.

IBAC Chief Executive Officer Peter Braid added: "Travelers has demonstrated their strong support time and again, and their measures to assist brokers in these challenging times are greatly appreciated. We welcome their renewed investment and their continued commitment to the broker channel."

About Travelers Canada

The Travelers Companies, Inc. (NYSE: [TRV](#)) is a leading provider of property casualty insurance for [auto](#), [home](#) and [business](#). A component of the Dow Jones Industrial Average, Travelers has approximately 30,000 employees and generated revenues of approximately US\$32 billion in 2019. The Travelers Insurance Company of Canada, Dominion of Canada General Insurance Company and St. Paul Fire and Marine Insurance Company (Canada Branch) are the Canadian licensed insurers known as Travelers Canada. For more information, visit www.TravelersCanada.ca.

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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