



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

Attention: Insurance Industry Media

SGI CANADA and Coachman remains a Full Partner of the Broker Identity Program for 2020

Toronto, July 6, 2020 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that SGI CANADA and Coachman has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

SGI CANADA and Coachman'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.

"We are pleased to maintain our support of the Broker Identity Program at the Full Partner level," says Andrew Cartmell, President & CEO of SGI CANADA and Coachman. "This level of support is consistent with our exclusive commitment to the broker channel and the critical role that brokers play in providing value-added services to our mutual customers."

IBAC Chief Executive Officer Peter Braid added: "SGI Canada's business model of offering products exclusively through the broker channel is a strong vote of confidence in the important role of the insurance broker, and clearly demonstrates a deep commitment to the customers we jointly serve. We greatly appreciate SGI's sponsorship, and the continuation of our long-standing partnership."

About SGI CANADA and Coachman

SGI CANADA offers competitive property and casualty insurance products in Saskatchewan, Alberta, Manitoba and British Columbia, and under SGI CANADA and Coachman Insurance Company in Ontario. Visit www.sgicanada.ca for more information.

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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