



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

Attention: Insurance Industry Media

## **Trisura Guarantee Insurance Company remains a Full Partner of the Broker Identity Program for 2021**

Toronto, February 22, 2021 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Trisura Guarantee Insurance Company has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Trisura'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.

“For Trisura, Covid-19 has underscored the importance and value that brokers provide to insureds and insurers alike. Trisura strives to provide our brokers with an exceptional experience and to be their consummate partner, and today's environment has intensified this critical mission” said Chris Sekine, Trisura's President & CEO. “We believe that IBAC's Broker Identity Program plays a critical role in supporting insurance brokers across Canada and we are proud to continue our participation as a Full Broker Partner.”

“Now more than ever, insurance brokers are going above and beyond to assist their customers. Trisura's renewed investment recognizes the essential role of the broker, and we greatly appreciate their continued partnership and support. ” said Peter Braid, IBAC's Chief Executive Officer.

### **About Trisura Guarantee**

Trisura Guarantee Insurance Company is a Canadian specialty insurance and surety company with offices across Canada, providing customized solutions and expertise through a select broker network. Trisura Guarantee is uniquely positioned to satisfy Canadian risks in Contract, Commercial and Developer Surety, Directors' and Officers' Liability, Fidelity, Professional Liability including Media and Cyber Liability and Warranty products.

Trisura Guarantee Insurance Company is a subsidiary of Trisura Group Ltd., a leading international specialty insurance provider operating in the surety, risk solutions, corporate insurance and reinsurance segments of the market. Trisura has three principal regulated subsidiaries: Trisura Guarantee Insurance Company, Trisura International Insurance Ltd. and Trisura Specialty Insurance Company. Trisura is listed on the Toronto Stock Exchange under the symbol "TSU".

**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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