



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

Attention: Insurance Industry Media

RSA remains a Full Partner of the Broker Identity Program for 2021

Toronto, March 23, 2021 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that RSA has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

RSA'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.

“Supporting the Broker Identity Program at the Full Partner level is something RSA Canada is honoured to do,” said Martin Thompson President and CEO, RSA Canada. “We will continue to promote and empower the broker channel to ensure independent brokers remain trusted advisors to their customers.”

IBAC Chief Executive Officer Peter Braid added: “RSA's renewed investment reflects a strong commitment to customer service and underscores the essential role of insurance brokers. We greatly appreciate their continued support and partnership.”

About RSA Canada:

The RSA Canada group of companies includes Roins Financial Services Limited, Royal & Sun Alliance Insurance Company of Canada, Quebec Assurance Company, Johnson Inc., Unifund Assurance Company, Western Assurance Company, Ascentus Insurance Ltd., Canadian Northern Shield Insurance Company and RSA Travel Insurance Inc. (collectively, “RSA Canada”) and is part of a group of companies headed by RSA Insurance Group Plc. RSA Canada employs more than 2,900 people across Canada and is one of the oldest insurance companies in the country with roots dating back to 1833.

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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