



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 2021**

Toronto, April 5, 2021 – 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.

"We have been proud supporters of the broker channel throughout our 100 years as a company, and 2020 reinforced that Wynward has made the right choice in having brokers as our sole distribution channel," stated Darryl Levy, President & Chief Executive Officer of Wynward. "The pandemic has created challenges for many businesses, and the advice provided by brokers to commercial policyholders through a very difficult period has been second to none."

IBAC Chief Executive Officer Peter Braid added: "Wynward's commitment to distributing their products exclusively through brokers underscores the essential role that brokers play in supporting their clients through good times and bad. We are proud to continue our partnership with Wynward and greatly appreciate their renewed investment."

### **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:**

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