



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

Attention: Insurance Industry Media

Peace Hills Insurance remains a Full Partner of the Broker Identity Program for 2021

Toronto, May 12, 2021 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Peace Hills Insurance has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Peace Hills Insurance'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 proud to offer our full support of the work of IBAC as it continues with important technology initiatives for the brokers we rely on. Brokers play a critical role in our company's success, and thus we remain committed to ongoing improvement and development through the work of their national association." said Kathy Boychuk, Peace Hills Insurance's president and CEO.

IBAC Chief Executive Officer Peter Braid added: "Thank you to Peace Hills for their ongoing support for IBAC and the broker network. This renewed investment underscores the essential benefits that brokers bring to insurance consumers, and is a strong vote of confidence for our organization. We greatly appreciate their continued partnership.

About Peace Hills Insurance

Peace Hills Insurance is a property and casualty insurance company, which has been insuring Western Canadians since 1982. Committed to exceptional claims service, Peace Hills is dedicated to providing a responsive and efficient customer experience. Peace Hills employs over 200 staff who work with hundreds of broker offices across all provinces and territories in Western Canada. Learn more at www.peacehillsinsurance.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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