



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

Attention: Insurance Industry Media

Portage Mutual remains a Full Partner of the Broker Identity Program for 2021

Toronto, May 11, 2021 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that The Portage La Prairie Mutual Insurance Company (Portage Mutual) has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Portage Mutual'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.

"The value of an Insurance broker as an advisor and advocate for the consumer is heightened during times such as these. We are proud to support the efforts of IBAC to provide education and protection for consumers." states Portage Mutual President & CEO, John Mitchell.

IBAC Chief Executive Officer Peter Braid adds: "Portage Mutual is a valued IBAC partner, and we greatly appreciate their renewed sponsorship and their support for the broker channel. This investment underscores the essential role that brokers play in assisting customers with their insurance needs, especially in these challenging times.

About Portage Mutual Insurance Company

The Portage la Prairie Mutual Insurance Company was organized in October 1884, based on the underlying principles of security, integrity, hard work, and personalized service. As a 100% Canadian-owned mutual insurance company, the success of Portage Mutual depends upon serving policyholders with fairness and showing genuine concern for their security. We do this by providing reasonably priced, flexible insurance products and by supporting our brokers with exemplary service. At Portage Mutual, we believe that doing business with integrity never goes out of style. It is as important today as it was when we began 130 years ago, and it is part of what makes Portage Mutual customers so loyal.

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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