



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

*Attention: Insurance Industry Media*

## **Optimum General Insurance: A Full Partner of the Broker Identity Program for 2021**

Toronto, June 1, 2021 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Optimum General Insurance (Optimum) has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Optimum'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.

“Optimum is proud of its continued collaboration with IBAC's Broker Identity Program. We are convinced that independent brokers add value to insurance transactions: we are invested in our mutually beneficial relationship and reiterate how instrumental their contribution is to our success nationwide”, commented J.-Sébastien Lagarde, Senior Vice-President, Corporate Partner Relations and Strategy.

“IBAC Chief Executive Officer Peter Braid said: “Optimum is a valued IBAC partner and a strong supporter of the broker network. We greatly appreciate their renewed sponsorship, and their vote of confidence for the important work we do on behalf of insurance brokers and consumers.” said Peter Braid IBAC Chief Executive Officer.

### **About Optimum General Insurance**

As a stable, preferred property & casualty insurance company in Canada that is fully committed to independent brokers, we provide specialized and innovative solutions to our valued broker partners and policyholders. Our adaptive products are exclusively available through an extensive distribution network of selected independent brokers across Canada. Since 1976, the team provides insurance to Canadians from its offices located in Quebec, Ontario, Manitoba, Alberta and British Columbia. Optimum General Inc. is a Canadian holding active through its three companies: Optimum Insurance Company Inc., Optimum West Insurance Company Inc. and Optimum Farm Insurance Inc. Optimum General Inc. is a subsidiary of Optimum Group Inc., a private and diversified financial group with international operations. [www.optimum-general.com](http://www.optimum-general.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.

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**For further information, please contact:**

Denys Bégin, Manager, Marketing & Communications

Insurance Brokers Association of Canada

416-367-1831 ext. 160 or [dbegin@ibac.ca](mailto:dbegin@ibac.ca)

[www.ibac.ca](http://www.ibac.ca)