

Attention: Insurance Industry Media

Gore Mutual committed to support insurance brokers

Toronto, July 7, 2010 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Gore Mutual Insurance Company renewed its commitment to invest in as a Full Partner of the Broker Identity Program.

The program's centre-piece is the broker's logo. The symbol captures the value that insurance brokers bring their clients: choice, coverage, security and peace of mind. By investing in the program, Gore Mutual supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"Gore Mutual is proud to support the Broker Identity Program and recognize IBAC's efforts to promote insurance brokers," says Kevin McNeil, President and CEO of Gore Mutual. "We also promote individual brokers' brands. We deploy technology, including electronic broker branded policy delivery, to reinforce brokers' identities."

IBAC Chief Executive Officer Dan Danyluk added: "This branding program continues to showcase that the brokers offer the best advice on insurance matters to Canadians. Gore Mutual's investment contributes to differentiate brokers from other distribution channels, and we appreciate their commitment," added Danyluk.

Launched 22 years ago, the mission of the Broker Identity Program is to promote the value and professionalism of the insurance broker to consumers, insurers and governments. It is a branding campaign for over 33,000 insurance brokers.

Founded in 1921, the Insurance Brokers Association of Canada is a federation of 11 provincial and regional associations of property and casualty insurance brokers across Canada.

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