



Insurance Brokers Introduce Modern Technology to Allow Ontario Consumers to Shop Locally

IBAO Donates Blankets to Local Women's Shelter During Queen's Park Day

TORONTO, May 27, 2008, Today, The Insurance Brokers Association of Ontario (IBAO) and member brokers are at Queen's Park to spread the message about their recently launched website, MyInsuranceShopper.ca, which provides consumers with the opportunity to obtain online home and auto insurance quotes for local insurance brokerages.

"The new MyInsuranceShopper.ca website will help Ontario consumers shop locally and will provide them with informed choices when considering different insurance options," said IBAO Chairman Steve Wagler.

"We think M.P.P.s will be glad to hear that their respective constituents will continue to be well served by the broker community—since we are the only insurance channel which offers independent advice, which acts as the consumer's advocate, and which has the expertise to recommend insurance that fits for Ontarians' individual needs."

Since Ontario's insurance brokers are recognized for their ongoing community involvement and support, IBAO will cap off its day at Queen's Park with a reception which will involve the presentation of 50 of its magenta fleece blankets to Toronto-based Nellie's Shelter, an organization providing emergency shelter, community support and outreach programs to women and children in need.

So far this year, insurance brokers have donated thousands of their fleece magenta blankets to a variety of charities, including such large organizations as the Canadian Ski Patrol System, to smaller local causes, such as fire stations and support centres in towns and cities across the country.

"Insurance brokers are above all community-minded people," said Wagler, "that's why it's so important for us to continuously find ways to give back to local causes."

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The Insurance Brokers Association of Ontario (IBAO) is a 'not for profit' association that represents and serves the interests of over 10,000 independent Property & Casualty Insurance Brokers in the Province of Ontario.

To visit IBAO's new online quoting engine, go to: www.myinsurance shopper.ca

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