



Insurance Brokers Help YWCA TORONTO WOMEN'S SHELTER Keep Warm This Fall

IBAO Donates Magenta Blankets to Toronto Women's Shelter In Conjunction with My Insurance Shopper Awareness Event

TORONTO, September 11, 2008. With fall just around the corner and dropping temperatures, the Insurance Brokers Association of Ontario (IBAO) donated 50 of its magenta fleece blankets to the Toronto YWCA this week.

The donation was made in conjunction with an IBAO consumer awareness day held at the corner of Yonge and Eglinton Streets.

This past spring, IBAO launched www.myinsuranceshopper.ca, a new user friendly website that provides consumers with the opportunity to receive online quotes for home and auto insurance.

“Visiting www.mysinsuranceshopper.ca allows consumers to save time shopping around and is a great first step towards selecting the right type of insurance for you through the guidance of an independent broker,” said IBAO CEO Randy Carroll.

Carroll said that, “in addition to choice, consumers choose brokers because they offer independent advice, they are advocates for their clients, and they have the expertise to recommend insurance that fits for their clients’ individual needs.”

Once consumers are on the My Insurance Shopper website, they will be asked to select a broker found via various search criteria (name, city, etc). After a broker is selected, the user will fill out a quick form with their relevant information that will generate quotes for different insurance companies provided by the chosen broker. The query can be repeated as often as desired and only takes a few minutes to complete.

“While coordinating our awareness efforts for My Insurance Shopper,” said Carroll, “we thought, why not use this opportunity to give back to the community and create awareness for worthy local causes? The YWCA was a perfect fit.”

Earlier this summer, IBAO donated their popular fleece blankets to other women’s centres including Toronto-based Nellie’s Shelter and Ottawa-based Amethyst Women’s Addiction Centre.

This year alone, insurance brokers have donated thousands of these fleece magenta blankets to a variety of charities including such large organizations as the Canadian Ski Patrol System and smaller local causes such as community women’s shelters, fire stations and support centres in towns and cities across Canada.

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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. For more information about IBAO, visit www.ibao.org.

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NOTE: Picture of event available upon request