



August 22, 2011

Brokers Offer Information to Victims of the Goderich Tornado

(Toronto, Ontario) The Insurance Brokers Association of Ontario (IBAO) wants to let every Ontario citizen know that insurance brokers are trained professionals who respond compassionately to serve those who suffer from losses and/or damages, most especially caused by sudden tragic events. This service announcement comes on the heels of the demolishing tornado that hit the town of Goderich, Ontario last evening.

This storm was the worst the province has seen in over a decade, and natural disasters can unfortunately strike at anytime and anywhere.

Acts of God are considered natural disasters that could not have been reasonably prevented or avoided. Most standard insurance policies cover the perils of hurricanes and tornados, and lightning and hail are classified as named perils. Coverages for floods or earthquakes are not automatic in standard policies, but in most cases may be available for an additional premium. All Ontario residents, especially those within the town of Goderich are encouraged to review their current insurance policy and coverages with their broker.

“We were so sad to hear about the sudden tornado that ravaged through Goderich last evening,” stated Randy Carroll, IBAO CEO. “We encourage all of those victims to call their local insurance broker and discuss their situation. Brokers are well prepared to handle these types of situations and victims can feel comfort in the fact that a broker has their best interest at heart and will offer them support through this difficult time.”

Ontarians affected are encouraged to call IBAO directly at (800) 268-8845 for more information, or visit www.myinsuranceshopper.ca to find a local broker. Insurance brokers are known for their commitment to their community and keeping Ontarians safe.

To help affected residents and businesses with insurance-related questions, the Insurance Bureau of Canada (IBC) is deploying its Community Assistance Mobile Pavilion (CAMP) to Goderich. IBC representatives will be available to speak with consumers and media today at the Knights of Columbus Community Hall, 390 Parsons Court.

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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 11,500 independent Property & Casualty Insurance Brokers in the Province of Ontario. For information about IBAO, visit www.ibao.org or www.ibao.org/blog to receive timely news and information updates. You can also follow IBAO on Twitter or join the IBAO Facebook Fan Page.

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