



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

FOR IMMEDIATE RELEASE

May 28, 2025

IBAC Launches Inaugural National Insurance Broker Day

Toronto, ON — The Insurance Brokers Association of Canada (IBAC) is proud to announce the **first-ever National Broker Day** — a new National Day of Recognition that celebrates the essential role of insurance brokers in the lives of Canadians.

IBAC's National Broker Day is more than just a calendar date. It's a bold declaration that brokers matter, and that their contributions to clients, communities, and the Canadian economy deserve to be recognized and celebrated across the country.

"National Broker Day is more than a moment — it's a message," says **Peter Braid**, IBAC CEO. "We're proud to shine a light on the impact brokers make every day and empower them to tell their own story with pride."

We're not just celebrating brokers. **We're amplifying their impact.**

From small towns to city skylines, brokers are stepping forward to show what it truly means to represent IBAC's logo — known as "the Bipper" — and why their role has never mattered more.

Spotlighting the People Behind the Profession

This year's campaign includes a series of **Broker Spotlight videos** featuring real brokers from across the country, sharing what drives them, how they support clients, and why the broker channel remains trusted from coast to coast.

Strategic Tools to Share the Story

To help brokers share their stories and engage their communities, IBAC has refreshed the **Bipper Toolbox** — filled with branded social media templates, customizable thank-you posts, editable graphics, and client appreciation materials.

Whether it's tagging a colleague, thanking a client, or joining the **#BipperProud** challenge, brokers have everything they need to participate in a way that's authentic, and convey a modern message with a grassroots feel.

June 4: A National Moment

On National Broker Day, a video tribute will celebrate brokers across Canada, while social media channels light up with interactive posts, personal stories, and community engagement. Brokers are encouraged to post with pride and highlight what makes their role so impactful — in every region and every relationship.

Momentum from Within

IBAC's Young Brokers Advisory Committee (YBAC) was engaged early to provide feedback and will play a key role in encouraging broker participation across the country.

Get Involved

Visit **ibac.ca** to access campaign materials and follow **@IBACanada** on social media to take part.
#NationalBrokerDay | #BipperProud

Let's make this June 4 a moment that brokers — and Canadians — won't forget.

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About IBAC

The Insurance Brokers Association of Canada (IBAC) is the national voice of P&C insurance brokers and an advocate for insurance consumers. Representing broker interests and promoting the value of professional advice, IBAC fosters dialogue within the industry while safeguarding client choice and service standards.

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