



## Insurance Institute

### NEWS RELEASE

#### For Immediate Release

### **Insurance Institute Launches First Ever National Billboard Campaign**

*CIP designation promoted in 13 cities across Canada*

(Toronto, ON – June 30, 2008) – Today, the Insurance Institute launches its first-ever national CIP designation billboard campaign. The billboards will be visible in many communities across Canada including Halifax, Moncton, Hamilton, Ottawa, Kitchener, London, Quebec City, Regina, Calgary, Edmonton, Montreal, Vancouver and Toronto.

Combined, the campaign will consist of almost 500 billboards placed throughout each participating city in strategic locations chosen by each local Institute/Chapter manager. In total, this campaign will allow the CIP designation to receive almost 2 billion public exposures across the country over the four week period.

The campaign also involves a contest for the insurance industry. Special ads promoting the billboards and the accompanying contest were created and ran in the June issues of Thompson's World Insurance News, Canadian Underwriter, Canadian Insurance and Le Journal de L'Assurance. When an insurance professional sees a billboard, they can e-mail the Insurance Institute at [spotacip@insuranceinstitute.ca](mailto:spotacip@insuranceinstitute.ca) with the location they saw it. In return, they will be entered into a contest with a chance to win many great prizes.

**About The Institute:** The Insurance Institute is the educational arm of the property and casualty insurance industry in Canada. It is the industry's premier source for professional development. Its mandate is to help people employed in the property and casualty insurance industry stay current with an evolving world and to stay connected with their employer's business and the needs of their clients. The Insurance Institute offers distance learning and in-class programs and is known for its internationally recognized Chartered Insurance Professional (CIP) and Fellow Chartered Insurance Professional (FCIP) designation programs.

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