



## National Insurance Awareness Day is June 28, 2023

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This year, the provincial and territorial regulators of Canada's insurance professionals have come together to declare June 28 as National Insurance Awareness Day in Canada.

On this day, Canadians are being encouraged to review their insurance policies and reach out to their agent or broker for insurance expertise and advice, so that they're protected when they need it most.

Insurance licence holders are also invited to take this opportunity to check in with clients to ensure their insurance needs are being met and that their policies are keeping up with changes in clients' lives and circumstances, and are encouraged to join in getting the message out to Canadians to take the opportunity to review their insurance policies, and to reach out to their agent or broker.

By proclaiming National Insurance Awareness Day, Canada's insurance regulators hope to raise awareness for all Canadians on the importance of being properly insured, and highlight insurance professionals as a resource to help navigate an individual's unique needs.

To help insurance professionals promote National Insurance Awareness Day on their business websites, social media and elsewhere, downloadable logo images and key messages are available on the [National Insurance Awareness Day website](#). You may also wish to connect with the campaign on social media using the hashtag #NIAD23.

For more information and resources, visit the [National Insurance Awareness Day website](#).

### **INSURANCE COUNCIL OF MANITOBA**

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