



National Insurance Awareness Day (NIAD) is June 28, 2024

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Join the nation in celebrating National Insurance Awareness Day (NIAD) on June 28, 2024.

This national initiative focuses on encouraging Canadians to review their insurance policies, and to utilize the insurance expertise of their agent or broker for advice on ensuring that they are protected when they need it most.

ICM encourages all licence holders to participate and promote the meaning of National Insurance Awareness Day to their clients. Start the conversation, giving the client the ability to ask questions and obtain meaningful information to their particular circumstances.

While an overall holistic approach is needed for each individual consumer requiring insurance, this year's National Insurance Awareness Day focus is towards natural disasters, such as floods and forest fires, and helping to ensure Canadians are covered and well protected regardless of the disaster that occurs.

For more information and resources, including examples of how to promote this on social media, visit the [National Insurance Awareness Day website](#).

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