

NEWS

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“Stories of Pat Lachance” on YouTube

Insurance Bureau of Canada (IBC) and Groupement des assureurs automobiles (GAA) just launched the Pat Lachance page on YouTube in French. Entitled “*Histoires de Pat Lachance*”, this page allows browsers to access Pat Lachance’s videos.

“Being on as popular a site as YouTube means that IBC and GAA can reach many more consumers with insurance advice,” noted Jack Chadirdjian, Director, Public and Government Affairs at IBC and GAA.

These amusing educational videos cover many topics, including water damage and the Joint Report. The campaign also stresses the importance of loss prevention for home and auto.

Check out Pat Lachance’s YouTube page at: <http://www.youtube.com/histoirespatlachance#p/u>