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MARDON VANGUARD INSURANCE BROKERS UNVEILS NEW NAME, LOGO AND WEBSITE

May 12, 2011

Vancouver – Mardon Vanguard Insurance Brokers Ltd., and its 6 regionally affiliated offices, today unveiled a whole new look. Effective immediately, Mardon Vanguard Insurance Brokers Ltd. will be known as Mardon Insurance and along with the new name comes a new logo and website. This change marks the next step in the evolution of Mardon Insurance as one of the leading insurance brokerages in BC specializing in home, auto, travel and business insurance.

“With the decision to bring all of our offices under the same trade name, it was a good time to step back and look at how we are positioned within the marketplace and industry.” “Mardon Insurance, as with most organizations, does this on a regular basis,” said Patrick Williams, Managing Partner of Mardon Insurance (Vanguard). “The look of the website and the logo that we are unveiling today is more contemporary, but at the same time it still reflects who we are and what we do. I know that it will resonate with our existing client base and with new audiences too.”

The new logo was designed to reflect many of the business principles the company has been built upon such as trustworthiness and strength. The stylized “M” symbolizes growth and power, and as well the icon is interpreted to signify a West-Coast mountain range which is representative of our heritage deeply rooted in British Columbia.

Also going live today is Mardon Insurance’s website, www.mardoninsurance.ca. The new website is streamlined, easy to navigate and serves to educate visitors about the various insurance products the company offers and insurance in general.

“These changes represent a significant step forward in the development of Mardon Insurance’s role as a provider but also a guardian of our client’s valued possessions,” continued Mr. Williams, who also noted that these changes while significant do not reflect any change in corporate structure or ownership to any of the Mardon Insurance locations. “I know our history in this community is as important to many of our clients as it is to us, and although our image may be changing our approach to customer service and quality will not.”

Bruce MacDonald, CEO, added that the new name and look “better represents Mardon Insurance’s commitment to industry knowledge, ethical trade practices and business competency. “Mardon Insurance’s new direction marks a season of change at our organization and we invite our client base to continue to partner with us for the future.”

For more information, please visit the new Mardon Insurance website at www.mardoninsurance.ca.

Founded in 1928, Mardon Insurance continues its tradition of providing consistent, quality advice on an extensive range of insurance products. We operate seven independent insurance brokerages conveniently located throughout the Lower Mainland. Mardon Insurance is not controlled by any single Insurance Company. Representing some of the largest international, national, and regional insurance companies in Canada, we are able to offer our clients a selection of the most comprehensive insurance packages available and to find the best value for their needs.

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