

Press release

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CRIME PREVENTION WEEK
Insurance Bureau of Canada and the Ministère de la Sécurité publique
launch a new website for consumers

Quebec City, November 10, 2011 – To mark Crime Prevention Week, Insurance Bureau of Canada (IBC) and Quebec's Ministère de la Sécurité publique (MSP) today launched *A Matter of Prevention*, a web site dedicated to preventing property crime.

"We are very pleased to be launching this new tool during Crime Prevention Week, which is being held to make Quebecers more aware of crime prevention practices and issues. *A Matter of Prevention* is an interactive and user-friendly website for all those who want to prevent crimes," declared Robert Dutil, Minister of Public Security.

The project is a joint initiative of IBC and MSP, developed in partnership with several agencies and police services, including:

- ❖ Association des directeurs de police du Québec
- ❖ Service de police de l'agglomération de Longueuil
- ❖ Service de police de la Ville de Montréal
- ❖ Service de police de la Ville de Québec
- ❖ Sûreté du Québec

"The website www.savoirprevenir.com was created to help consumers be less vulnerable to certain crimes by offering them prevention advice on specific topics," explained Jack Chadirdjian, IBC's Director of Public Affairs

More than 53,000 break and enters (B&E) in Quebec in 2010

Did you know that, in 2010, in Quebec, more than 40,000 items were stolen from inside vehicles, and that 35% of vehicle thefts took place in a public parking lot?

A Matter of Prevention is accessible in both English and French. More specifically, it is an interactive website that focuses on three property crimes: B&Es, vehicle theft and property theft from vehicles. Each topic is covered in a section offering theft prevention advice, statistics, a checklist, as well as a questionnaire, so that consumers can test their performance. The site will be expanded to offer prevention advice about other property crimes.

About the Ministère de la Sécurité Publique

The mission of the Ministère de la Sécurité publique (MSP) is to ensure the Québec population lives in a safe environment that fosters its social and economic development. To ensure this, the MSP works closely with various partners, including police services, fire and emergency services, municipalities and community organizations, and agencies.

About IBC

Insurance Bureau of Canada is the national industry association representing Canada's private home, car and business insurers. Its member companies represent 90% of the property and casualty (P&C) insurance market in Canada. It offers various services to consumers in order to inform and assist them when purchasing car or home insurance, or making a claim.

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