

## **Europ Assistance Canada launches direct to consumer online access to popular Home Assurance Program**

### **Plan that protects homeowners from costs of home systems and appliance repairs now available online**

TORONTO, OCTOBER 4, 2011 - Europ Assistance Canada (EA) has made life simpler for Ontario homeowners by giving them online access to their popular Home Assurance Program. Now consumers can enroll directly into the program, which offers complete emergency repair and protection services for home systems and appliance, from their computer.

“We wanted to make signing up for the program as easy as possible. A few minutes online and a homeowner can be shielded from the significant costs and hassles associated with emergency repairs to home systems and appliances,” said Brad Loder, Director of Marketing, EA Canada.

The EA Canada Home Assurance Program provides 24/7, 365 days-a-year emergency service and repairs to the vital systems in your home such as furnaces, central air conditioners, water heaters, plumbing and drains, electrical, kitchen, and laundry appliances. The program covers all the costs that come along with the repair.

The new online service allows consumers to pick from single and bundled plan options ranging from monthly premiums of \$10 to \$42.

“Almost everything in a person’s house will eventually break down. Research shows that in Canada, an average single repair cost for homeowners is estimated at \$600 per episode. The Home Assurance plan helps homeowners avoid these problems before they even start and avoid any unpredictable home expenses,” added Loder.

-30-

For more information, please visit [www.europassistance-canada.ca/home\\_family.html](http://www.europassistance-canada.ca/home_family.html) or contact:

Brad Loder,  
Director of Marketing  
Europ Assistance Canada  
905.669.4333 ext.1345  
[bloder@euop-assistance.ca](mailto:bloder@euop-assistance.ca)