

## Annual furnace maintenance and inspection added to Europ Assistance Canada's popular Home Assurance Program

### Regular furnace maintenance reduces risk of furnace breakdown and premature costly replacement

Toronto, ON – With a slow start to the heating season, many Canadians are ill-prepared for winter. After a six-month idle period, will their furnaces be in good enough shape to handle what the winter months will throw at them? That's the question Europe Assistance (EA) Canada has eliminated with the addition of the new annual furnace maintenance option to their popular Home Assurance Program.

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 has always covered all the costs associated with a repair; and now with the addition of annual furnace maintenance, it is reducing the risk of unexpected furnace failure.

"With this addition, the EA Canada Home Assurance Program is moving into emergency prevention," said Brad Loder, Director of Marketing, EA Canada. "This change was driven by our clients. They told us they wanted the program to include a maintenance program to help prevent problems with one of the most important home systems, their heating."

The addition of the furnace maintenance is a logical addition to EA Canada's offerings. After all, most people would rather avoid any issues at all with their furnace in the middle of winter, which regular maintenance can help prevent.

"Customers can schedule the annual maintenance themselves, or we can give them a reminder call, insuring they never miss an inspection cycle," says Loder. "The addition of the annual maintenance option adds a preventative aspect to our program, extending the life of the furnace, helping it run more efficiently and save on heating bills."

EA Canada's Home Assurance Program is proving popular with Canadians. Now available online, more and more people are signing up for this unique service.

"With major repairs on neglected furnaces averaging around \$800, it is making more sense for Canadians to take advantage of the Home Assurance Program to avoid any unpredictable home expenses," added Loder.

#### **About Europ Assistance Canada**

EA Canada is dedicated to making Canadians' lives easier through our comprehensive Health, Home & Family and Travel Assistance Solutions, 24/7, 365-days-a-year. Our world-class network helps Canadians and Canadian businesses get the assistance they need when they need it. EA Canada employs over 200 people and its headquarters are located in Thornhill, ON.



EA Canada is a division of Europ Assistance, the leading provider and global pioneer of the assistance industry. Founded in 1963, as the inventor of the assistance concept, the Europ Assistance Group operates on a global basis in order to bring its 300 million worldwide private and corporate clients appropriate solutions to deal with day-to-day or emergency situations. Owned by the GENERALI group, the Europ Assistance group is made up of 80 consolidated companies in 35 countries, employs over 6,800 people worldwide, has ground agents located in 208 countries, works with 410,000 approved partners available at all times and supported by 38 call centres.

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**Press contact**

Brad Loder  
Director of Marketing  
Tel : 905.669.7129  
E-mail : [bloder@europ-assistance.ca](mailto:bloder@europ-assistance.ca)

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