



## Rock Acquires Online Broker

Rock Insurance has acquired online insurance broker 24drtravel.com - the company's third acquisition within the past 12 months.

This purchase is a strategic move to further diversify Rock's portfolio which already includes Rock Insurance Innovation, Supplier Failure Cover, Insurefor.com and the recently acquired MRL Insurance and AIS. 24DrTravel's founder, Tony Sheridan, will stay on to oversee the business.

Antony Martin, Managing Director, Rock Insurance, comments: "24DrTravel is an exciting addition to the Rock group and a strong brand in its own right. Tony Sheridan has established a loyal customer base since he established the company more than 10 years ago and he will be an invaluable asset to our team."

Tony Sheridan, Brand Director, 24DrTravel, adds: "Joining forces with Rock Insurance is a logical move as Rock has the experience and financial backing to take 24DrTravel to the next level. I am looking forward to seeing the brand grow in new directions over the coming months."

Founded in 2000, 24DrTravel set out to provide travellers with reliable health and destination information. One of their key pieces of advice to travellers was to ensure they had adequate insurance. After being asked several times over if 24DrTravel could provide cover, Tony took the decision to source comprehensive policies that would offer protection against the risks he was advising on.

For information about Rock Insurance please call 0844 482 0660 or email [info@rockinsurance.com](mailto:info@rockinsurance.com).

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