

KINGSWAY FINANCIAL SERVICES INC  
Form 6-K  
July 01, 2010

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U.S. SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 OF  
THE SECURITIES EXCHANGE ACT OF 1934  
For the month of June, 2010.

KINGSWAY FINANCIAL SERVICES INC.  
(Exact name of Registrant as specified in its charter)

ONTARIO, CANADA  
(Province or other jurisdiction of incorporation or organization)

45 St. Clair West, Suite 400, Toronto, Ontario, Canada M4V 1K9  
(Address of principal executive offices)

[Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:]  
Form 20-F  Form 40-F

[Indicate by check mark whether the Registrant by furnishing the information contained in this form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934:]

Yes  No

[If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):]  
N/A

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KINGSWAY FINANCIAL SERVICES INC.

Table of Contents

Item Description

99.1 News Release dated June 30, 2010 - Kingsway Announces Appointment of New Chief Executive Officer and President.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

KINGSWAY FINANCIAL SERVICES INC.

Dated: June 30, 2010

By: /s/ Larry G. Swets, Jr.  
Larry G. Swets, Jr.  
President and Chief Executive Officer

By: /s/ Daniel Brazier  
Daniel Brazier  
Chief Financial Officer