

KINGSWAY FINANCIAL SERVICES INC  
Form 6-K  
April 16, 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 April, 2010.

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

ONTARIO, CANADA  
(Province or other jurisdiction of incorporation or organization)  
7120 Hurontario Street, Suite 800, Mississauga, Ontario, Canada L5W 0A9  
(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.

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Item Description

99.1 News Release dated April 16, 2010 - Kingsway announces change of President and CEO

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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: April 16, 2010

By: /s/ Colin M. Simpson

Colin M. Simpson

President and Chief Executive Officer

By: /s/ Kathleen A. Howie

Kathleen A. Howie

Vice President and General Counsel