

KINGSWAY FINANCIAL SERVICES INC  
Form 6-K  
January 26, 2010

**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 January, 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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| <b>Item</b> | <b>Description</b>  |
|-------------|---|
| 99.1        | News Release dated January 25, 2010 Kingsway Announces Definitive Agreement For The Sale Of Jevco Insurance Company |

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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: January 25, 2010

By: /s/ Colin Simpson

By: /s/ Kathleen Howie