KINGSWAY FINANCIAL SERVICES INC Form 6-K September 01, 2011

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 August, 2011.

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 o Form 40-F x

[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 o No x

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

N/A

KINGSWAY FINANCIAL SERVICES INC.

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Item Description

99.1 News Release Dated August 31, 2011 - 1347 Advisors to Provide Services to United

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: August 31 2011 By: "Larry G. Swets, Jr."

President and Chief Executive Officer

By: "William Hickey, Jr."

Executive Vice President and Chief Operating Officer and Chief Financial

Officer