



Media Advisory

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It's Never too Early to Empower Teens to Become Financially Responsible

Launch of Credit Education Week 2008

Toronto, ON (November 12, 2008) – With 70% of parents willing to top up their teenagers' allowances on command, it is no wonder that teens are not learning the value of the dollar. This year's **Credit Education Week** event, hosted by Credit Canada and Capital One Canada, will help teens get a grip on their finances using innovative and interactive techniques.

Teens and teachers who have used the new financial education tools will be available for comment at the launch of the second annual **Credit Education Week**. The results of a national parent and teen survey will be revealed and the new technology for parents, teens and teachers will also be introduced. The event will conclude with an entertaining but powerful presentation about smart money management, given by comedian James Cunningham of Funny Money Inc.

Who: Valentine Lovekin, President and Chairman, Credit Canada
Bill Cilluffo, President, Capital One Canada
Minister Harinder Takhar, Ministry of Small Business and Consumer Services
Students and Teachers

Date: November 17, 2008

Time: 9:30 am

Location: SATEC @W.A. Porter Collegiate Institute
40 Fairfax Crescent
Main auditorium

Credit Education Week is a national, week-long event from **November 17th to November 21st** designed to raise awareness of the importance of good financial management. It will help empower Canadians with information and financial tools as well as free access to financial advice from experts through trade shows and speaker series.

For more information, visit; www.crediteducationweekcanada.com .

Credit Education Week - Detailed List of Events

High School Presentation: Teaching Teens to Be Financially Responsible		
Monday, Nov. 17th 9:45 am – Assembly 1 11:30 am – Assembly 2	SATEC @ W.A. Porter C.I. 40 Fairfax Crescent, Toronto, Ontario	High School Presentations featuring comedian James Cunningham of Funny Money Inc.
Tuesday, Nov. 18th 10:30 am	The JCA Hall at the Jamaican Canadian Association 995 Arrow Road, North York, Ontario.	High School Presentations featuring comedian James Cunningham of Funny Money Inc. High School Presentation. Attendees include: <ul style="list-style-type: none"> - Local High School Students from: <ul style="list-style-type: none"> o C.W. Jeffries C.I. o Nelson A. Boylen C.I. o North Albion C.I. o Emery C. I. o Westview Centennial S.S. - Chris Ferguson , Director, Consumer Protection Branch - Rob Livingston, Chief Marketing Officer, Capital One Canada - Karen Goldenberg, Executive Director, Jewish Vocational Services - Laurie Campbell, Credit Canada
Wednesday, Nov. 19th 10:00 am	Northern Collegiate 960 Michigan Avenue, Sarnia, Ontario.	High School Presentations featuring comedian James Cunningham of Funny Money Inc. High School Presentation.
Thursday, Nov. 20th 9:15 am	Centennial Senior High School 55 Sun Valley Blvd. SE Calgary, Alberta	High School Presentations featuring comedian James Cunningham of Funny Money Inc. High School Presentation.
Thursday, Nov. 20th 1:00 pm	Bishop Kidd Catholic Junior High School 1420 28 th Street SE, Calgary, AB	High School Presentations featuring comedian James Cunningham of Funny Money Inc. High School Presentation.

Gala: Local Toronto Business Community in Support of Financial Literacy

Wednesday, Nov. 19th 5:30-8:30	Four Seasons Hotel 21 Avenue Road Toronto Ontario	Scholarship Award Presentation Speakers: <ul style="list-style-type: none"> - Valentine Lovekin, Credit Canada - Bill Cilluffo, Capital One - Minister Harinder Takhar, Ministry of Small Business and Consumer Services - Keynote Speakers: Pat Foran and Allison Griffith
Seminars, Trade Shows, and Speaker Series		
Monday Nov. 17th 6:30pm – 8:30pm	University of Calgary Room ST 063 Calgary, AB	Session on “Navigating the Mortgage Maze” <ul style="list-style-type: none"> - Understanding mortgage lingo - Learning about new options available for mortgages - Awareness of the difference in interest rates http://moneymentors.ca/home/seminars.html
Monday Nov. 17th 6:30pm – 8:30pm	Sun Life Place Suite 440 10123 99 street Edmonton, AB	Session on “Navigating the Mortgage Maze” <ul style="list-style-type: none"> - Understanding mortgage lingo - Learning about new options available for mortgages - Awareness of the difference in interest rates http://moneymentors.ca/home/seminars.html
Wednesday, Nov. 19th 6:30pm – 8:30pm	Sunrise Square Suite 225 602 11th Ave SW Calgary, AB	Budget Express: Seminar on Achieving Financial Goals <ul style="list-style-type: none"> - Learn how to set smart goals - Track spending - Develop a workable budget http://moneymentors.ca/home/seminars.html
Thursday, Nov. 20th 9:00am - 6:00pm	Metro Toronto Convention Centre - North Building CONSTITUTION HALL - Room 105.	Trade Show See exhibitor list at: http://www.crediteducationweekcanada.com/Exhibitor.htm
Thursday, Nov. 20th 9:30am - 4:30pm	Metro Toronto Convention Centre Toronto Room 203 B and 203 D	FREE Speaker Series 9:30 - Ellen Roseman, Toronto Star 9:30 - Perry Quinton, Ontario Securities Commission 11:30 - Tom Reid, TransUnion 11:30 - Linda Leatherdale, Toronto Sun 1:00 - Brandon Whitby, Manulife Securities 1:00 - Jérémie Ryan, Financial Consumer Agency of Canada 3:30 - Patricia Lovett-Reid, TD Waterhouse cooper 3:30 - Dale Goldhawk For speaker topics visit: http://www.crediteducationweekcanada.com/speakersseriesnew.htm
Thursday Nov. 20th 6:30pm – 8:30pm	University of Calgary Room ST 063 Calgary, AB	Credit Rating IQ: Seminar on Credit Ratings <ul style="list-style-type: none"> - Knowledge of the Canada Credit Rating Scoring System - Obtaining and Interpreting your Credit Report - Improving your credit rating http://moneymentors.ca/home/seminars.html
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