

## NEW BRUNSWICK WANTS TO EDUCATE INVESTORS

October is Investor Education Month and the **New Brunswick Securities Commission** is marking the occasion by putting new educational information on its website. The commission is also running an investment trivia contest, starting Monday, with a grand prize of an electronic reader.

"One of the best ways we can help protect investors is to ensure the information needed to make informed investment decisions is readily available," said **Rick Hancox, executive director of the commission**. "We hope that by providing the information in various convenient formats, investors will take time to learn about investing and plan for their financial future."

He said the new material is a series of one-page information bulletins such as understanding bonds, introduction to shares, borrowing to invest, what frauds and scams are out there, what questions to ask your financial adviser and how to be an informed investor.

There's also more in-depth material, said Hancox. There was educational material on the commission's website prior to this, he said.

The commission has a mandate to protect investors, he said. "The studies we have done indicate people recognize they should be doing homework related to investing," said Hancox.

That means not relying entirely on an external advisor, he said. ... "So part of what we have been trying to do is create material in different formats for the different audiences and different ways that people like to get their information," the executive director said. That includes printed material, online information and podcasts, he said. ...

To promote the new information the commission is sponsoring an online trivia contest on its website or via Twitter. ... The weekly prize is a book about investing and the grand prize is an Amazon e-book reader, he said.

*(The Daily Gleaner, 4 October 2010)*