

## INVEST IN KNOWING MORE

According to famous American librarian Rutherford D. Rodgers, "We're drowning in information and starving for knowledge."

That statement could not be more true as we observe "Investor Education Month 2010" here in New Brunswick.

With all the often conflicting information available to investors these days by way of the Internet, TV news, newspapers, coffee shop chatter and of course local experts, it's no wonder so many get overwhelmed, confused and give up trying to understand.

Sadly those who misunderstand or give up entirely may be unwittingly leaving themselves exposed to being misled or defrauded by unscrupulous operators. As part of the focus on Investor Education Month 2010 our **New Brunswick Securities Commission (NBSC)** has assembled a suite of educational materials and resources designed to help investors do a better job of securing their own financial future.

Respondents to a recent Canadian Securities Administrator (CSA) survey on this subject have made it clear (84 per cent of respondents) that there is a need for unbiased information about investing.

Simply put, people want information they can trust is not being presented in a way to sell, influence or deceive the recipient. As our industry regulator that's exactly the kind of information the NBSC is making available. Whether you're a technology savvy individual who navigates cyberspace with ease or not, you can have access to a wide variety of educational material - free of charge. ...

Subjects covered well include: How to be an informed investor, understanding bonds, understanding mutual funds, questions to ask when choosing a financial advisor, a pocket guide to elder investment fraud and financial exploitation and much more. ...

So before you give up trying to understand, or spiral deeper into the depths of confusion brought on by investment information overload, get in touch with the NBSC and cut through the information clutter.

*(New Brunswick Business Journal, 8 October 2010)*