

**For Immediate Release
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Canadian Youth Invited to Take Part in ‘Financial Fitness Challenge’ Contest

Montreal - Young Canadians are invited to increase their financial literacy through an interactive online scholarship contest sponsored by the Canadian Securities Administrators (CSA).

The Financial Fitness Challenge, which runs from February 15 to April 15, 2011, uses interactive tools, videos and online simulations to raise awareness of important financial concepts such as balancing needs versus wants, budgeting, saving and investing. This year, the challenge features four new informative and humorous videos on fraud, investing, credit cards and budgeting.

“We feel it is very important to get young people interested in financial matters, especially at an age where they begin taking responsibility for their own financial decisions and actions.” said William S. Rice, Chair of the CSA and Chief Executive Officer of the Alberta Securities Commission.

The bilingual contest is open to Canadians ages 15 to 21. It features exciting interactive activities where participants can invite friends and compete at a local and national level. The contest also has a Facebook page and Twitter profile where youth can exchange ideas and tips about saving and investing.

The contest available at www.FinancialFitnessChallenge.ca, features questions and facts about budgeting, saving and investing, in a format directly focused on the experience of students. Thirteen entries – one from each province and territory – will be randomly selected from eligible participants to win an Apple Ipad, and one national grand prize winner will be awarded a \$2,000 scholarship.

Teachers and parents are encouraged to use the Challenge as a fun and informative learning tool to support the development of good financial behaviour among their students.

“We encourage youth, teachers and parents to visit our site, sign up for the game and take advantage of the tools and videos available. Money can be a dry subject, but the Challenge provides a competitive and entertaining environment to talk about it” said William S.Rice. Teachers can go to FinancialFitnessChallenge.ca/Teachers to check out the Teacher Resource Centre and download classroom materials, including complete lesson plans.

The CSA, the council of securities regulators of Canada’s provinces and territories, coordinates and harmonizes regulation for the Canadian capital markets.

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