

NEWS RELEASE

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November is Financial Literacy Month

IIROC and FCAC release new videos to help Canadians improve their financial knowledge and wellbeing

November 17, 2016 (Toronto, Ontario) – The Investment Industry Regulatory Organization of Canada (IIROC), in partnership with Canada’s Financial Literacy Leader Jane Rooney and the Financial Consumer Agency of Canada (FCAC), today launched a [series of four videos](#) to help Canadians improve their financial knowledge and wellbeing as part of Financial Literacy Month.

“As a pan-Canadian organization, we are pleased to partner with Canada’s Financial Literacy Leader to provide practical tips and useful tools that Canadians can use to be more informed when making investment decisions,” said Lucy Becker, IIROC’s Vice-President of Public Affairs and Member Education Services.

The videos feature commentary from Ms. Rooney and Ms. Becker who discuss how to help Canadians become more financially literate and how to access helpful tools, such as the FCAC’s [Canadian Financial Literacy Database](#) and IIROC’s [AdvisorReport](#).

“We’ve developed a number of resources and tools, including investor bulletins and a robust database, that we encourage Canadians to use to check the qualifications of the investment advisor who manages their money, and understand how they are protected when they work with an IIROC-regulated firm,” said Ms. Becker.

“With more than 1,200 resources, our Canadian Financial Literacy Database is a one-stop place to go for tools, calculators, articles and events,” said Ms. Rooney. “It includes tips and information from organizations across Canada, including the [FCAC](#), on everything from budgeting, saving and managing your money to taxes and insurance.”

Ms. Rooney also shares some tips for investment advisors and their firms on how they can help their clients improve their financial knowledge.

“Financial professionals can help their clients build the confidence to take control of their finances. This includes using clear, plain language and encouraging them to ask questions,” recommended Ms. Rooney. “They can also provide access to unbiased information, tools and resources where their clients can learn more.”

The new videos are available on the IIROC and FCAC websites. Investment advisors may also find these videos useful when working with their clients.

IIROC will also participate in a number of initiatives including the OSC Investor Office’s Teletownhall as part of Financial Literacy Month. On Wednesday, November 23rd at 6:30 p.m., Ms. Becker will join OSC staff and other guests to provide information and answer questions. Investors are encouraged to [register](#) for the Teletownhall.

In December, IIROC employees will spend a day in classrooms throughout the Greater Toronto Area teaching [Junior Achievement’s Economics for Success](#) program to Grade 8 students. For the fifth year, IIROC employees will share their knowledge and experience to help young people develop basic financial skills like budgeting, saving and understanding the importance of planning.

Investors can check out [IIROC’s online investor resource centre](#) which features a full suite of investor education tools and resources, including brochures and important questions to ask an advisor.

IIROC is the national self-regulatory organization which oversees all investment dealers and their trading activity in Canada’s debt and equity markets. IIROC sets high quality regulatory and investment industry standards, protects investors and strengthens market integrity while supporting healthy Canadian capital markets. IIROC carries out its regulatory responsibilities through setting and enforcing rules regarding the proficiency, business and financial conduct of dealer firms and their registered employees and through setting and enforcing market integrity rules regarding trading activity on Canadian equity marketplaces.

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