

## Bourstad, 2017 Edition: Registration Is Now Open!



In this photo: (center) Claudyne Bienvenu, Vice-President, Québec of the Investment Industry Regulatory Organization of Canada and Honorary Chair of the BOURSTAD 2017 Stock Market Challenge; (left) Emmanuel le Forestier, Portfolio Manager, Vice-President, TD Wealth and Chair of the Bourstad Judges Panel; and (right) Nathalie de Marcellis-Warin, President and Chief Executive Officer of CIRANO, at the Challenge's official launch on January 11, 2017. Photo: Vincent Girard.

**Montréal, January 11, 2017** – The BOURSTAD simulation, a financial education activity launched by Collège de Rosemont in 1987, is continuing its activities under the banner of the Center for Interuniversity Research and Analysis of Organizations (CIRANO). The 2017 edition of the simulation uses a new technological platform offering many innovations: real-time transactions, daily dividend payments, compatibility with mobile devices, etc.

CIRANO and its major partner for this activity, the Autorité des marchés financiers (AMF), kicked off the registration campaign for the 30<sup>th</sup> edition of Bourstad at a press event held on January 11, 2017.

From February 13 to April 13, 2017, novice as well as more experienced investors will have the opportunity to participate in a financial investments simulation, and will thus be in the running to win more than \$30,000 in prize money. The Bourstad simulation is made possible with the support of these other partners: TD Bank, *Les Affaires*, the Investment Industry Regulatory Organization of Canada (IIROC), the Conseil des fonds d'investissement du Québec (CFIQ), TMX Group, QuoteMedia and Finance Montréal.

Bourstad is an annual web-based stock market simulation contest ([www.bourstad.ca](http://www.bourstad.ca)) open to high school, CEGEP, university students and members of the general public. Participants manage a virtual portfolio valued at \$200,000, by investing in various investment vehicles. The Bourstad Challenge has three contest categories: Financial Performance, Portfolio Management and Responsible Investing. The top-performing participants will be honoured at the awards ceremony on May 17, 2017.

For the 2017 edition, the simulation offers a choice between two selections of eligible securities: a) the *Bourstad portfolio*, namely 344 securities, comprised of Canadian stocks (170), foreign equity securities (106) and Exchange Traded Funds (68), or b) the *Bourstad Plus portfolio*, with an additional 74 securities, principally options traded on the Montréal Exchange.

Over \$30,000 in prizes will be awarded to participants after the simulation. In addition to grand prizes of \$1000 and \$500 for portfolio management, responsible investing, financial performance and overall performance, in the secondary, collegial and general public classifications, one or more institutional honourable mentions, which include a \$100 prize, will be awarded to each school that will have registered at least 20 participants in the simulation. In addition to these prizes, this year once again, there will be three \$500 prizes awarded by the AMF's *Committee for women's development and leadership*.

In her address at the launch of the registration campaign on January 11, Claudyne Bienvenu, Vice-President, Québec of the Investment Industry Regulatory Organization of Canada, and Honorary Chair of the BOURSTAD Stock Market Challenge 2017, declared:

“Financial literacy is important to help investors, both young and not so young, make more informed decisions. It is for this reason that IIROC is pleased to associate itself with the 30th edition of the Bourstad financial investments simulation contest, which features a new high-performance learning platform in a fun environment.”

As the need for and importance of financial education at every stage of life gains more and more consensus in our society, CIRANO offers the Bourstad simulation and the FinÉcoLab learning experiences as highly stimulating ways of familiarizing oneself with the world of economics and finance. As with past editions, the 2017 edition of the Bourstad simulation promises to provide numerous suitable opportunities for some very meaningful learning.

Source: Paul Bourget, Coordinator of the 2017 edition of the BOURSTAD simulation ([bourgetp@cirano.qc.ca](mailto:bourgetp@cirano.qc.ca) or 514-985-4000, ext. 3006)