

**For Immediate Release  
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**Online Videos and Contest Offer Youth Chance to Get Financially Fit and Win Big**

**Montreal** - Young Canadians are invited to take part in the Canadian Securities Administrators (CSA) 'Financial Fitness Challenge', an online contest that uses videos, Facebook and Twitter tips to help youth get financially fit. The contest is aimed at helping youth increase their financial literacy and offers them the chance to win an Apple® iPad or a grand prize of \$2,000.

The Financial Fitness Challenge, [FinancialFitnessChallenge.ca](http://FinancialFitnessChallenge.ca), runs from February 15 to April 15, 2011 and uses interactive tools and scenarios to raise awareness of important financial concepts such as balancing needs versus wants, budgeting, saving and investing. This year, visitors to the site will see four new entertaining and informative videos on budgeting, credit cards, investing and investment fraud.

“With close to 60,000 youth actively participating in the challenge over the past four years, the CSA has presented financial literacy education in a format that resonates with youth,” said Bill Rice, Chair of the CSA and Chief Executive Officer of the Alberta Securities Commission. “We encourage parents and teachers to continue to develop financial literacy skills in youth by using the Challenge as a fun and informative learning tool.”

The bilingual contest is open to Canadians ages 15 to 21 and offers youth the opportunity to invite friends to join the Challenge, and to compete and engage with contest participants at a local and national level. Classroom materials including lesson plans are available to download from the Teacher and Parent Resource Centre [FinancialFitnessChallenge.ca/Teachers](http://FinancialFitnessChallenge.ca/Teachers).

At the close of the contest, 13 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.

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

**For more information:**

Carolyn Shaw-Rimmington  
Ontario Securities Commission  
416-593-2361

Sylvain Théberge  
Autorité des marchés financiers  
514-940-2176

Ken Gracey  
British Columbia Securities Commission  
604-899-6577

Mark Dickey  
Alberta Securities Commission  
403-297-4481

Linda Peters  
Office of the Attorney General  
Prince Edward Island  
902-368-4552

Graham Lang  
Yukon Securities Office  
867-667-5466

Donn MacDougall  
Securities Office  
Northwest Territories  
867-920-8984

Ainsley Cunningham  
Manitoba Securities Commission  
204-945-4733

Wendy Connors-Beckett  
New Brunswick Securities Commission  
506 643-7745

Natalie MacLellan  
Nova Scotia Securities Commission  
902-424-8586

Barbara Shourounis  
Saskatchewan Financial Services  
Commission  
306-787-5842

Doug Connolly  
Financial Services Regulation Div.  
Newfoundland and Labrador  
709-729-2594

Louis Arki  
Nunavut Securities Office  
867-975-6587