

**For Immediate Release
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CSA's 'Financial Fitness Challenge' offers Canadian youth a chance to win \$2,000 for demonstrating financial smarts

Montreal - Young Canadians are invited to increase their financial literacy by taking the Financial Fitness Challenge, a contest sponsored by the Canadian Securities Administrators (CSA) to raise awareness among youth around concepts like budgeting, saving and investing.

The Financial Fitness Challenge, which runs February 15 to April 15, 2010, uses a new, interactive website to quiz Canadian youth on their financial knowledge. This year, visitors to the annual Challenge website (FinancialFitnessChallenge.ca) will find the site has a fresh look and many interactive tools and simulations.

“It’s important for youth to learn about money matters, especially those between the ages of 15 and 21, who are about to start earning money and making some of their own financial decisions,” said Jean St-Gelais, Chair of the CSA and President & Chief Executive Officer of the Autorité des marchés financiers (Québec). “The Financial Fitness Challenge is a great way to engage youth in financial education.”

The Financial Fitness Challenge website features exciting online activities where participants can compete with their friends or with other youth at a local and national level. The site also features its own Facebook page where young Canadians can exchange ideas and tips about managing money.

While anyone can visit the site, the bilingual contest is open to Canadians ages 15 to 21 with a quiz featuring financial literacy questions and facts. Thirteen entries – one from each province and territory – will be randomly selected from eligible participants to win a notebook computer, and a national grand prize winner will be awarded \$2,000.

Teachers are also encouraged to use the Financial Fitness 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 entertaining and instructional site,” said St-Gelais. “Saving, budgeting and investing may seem like uninteresting subjects, but the Financial Fitness Challenge allows participants to learn, compete and have a good time.”

Teachers can go to FinancialFitnessChallenge.ca/Formations 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.

For more information:

Sylvain Théberge
Autorité des marchés financiers
514-940-2176

Robert Merrick
Ontario Securities Commission
416-593-2315

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

Fred Pretorius
Yukon Securities Office
867-667-5225

Donn MacDougall
Securities Office
Northwest Territories
867-920-8984

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

Ainsley Cunningham
Manitoba Securities Commission
204-945-4733

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