

**For Immediate Release
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Canadian securities regulators caution investors to avoid uninformed investment decisions during market ups and downs

Montréal – The Canadian Securities Administrators (CSA) is kicking off Investor Education month in October by urging investors to take the time to research any investment opportunity before parting with their hard-earned money.

The uncertainty in today's financial markets is on the minds of many investors who are worried about their savings. With international media outlets covering current market events, you may also be anxious about your investments and financial future.

No matter how you are feeling, it is important to make well-informed investment decisions in order to ensure you meet your long-term financial goals. Before you make any investment decision, you may want to talk to a qualified financial adviser because sudden moves based on media stories or unsound advice can have devastating consequences on your savings.

It is also important to remember that fraud artists follow the news too. These people use current events to design no-risk, high-return investment pitches to separate you from your hard-earned savings. Remember, if an investment sounds too good to be true, you need to stop and evaluate the offer and investigate the person selling it to you.

"In good or bad times, investors should resist the temptation to make quick decisions about their investments," says Jean St-Gelais, CSA Chair and President and Chief Executive Officer of the Autorité des marchés financiers (Québec). "Taking the time to get more information is always a good idea."

Investors can find information to help them protect their own interests and make smarter investment decisions by visiting the Investor Information section of the CSA website at www.csa-acvm.ca:

- Check out the CSA's [Investor Resources](#) to learn about investment terms and concepts. The website includes newly revised brochures and three new fact sheets.
- Read up on [investment fraud](#) and red flags and learn about suspicious activity in your marketplace.
- Visit your [provincial or territorial securities regulator](#) for local investor education initiatives and resources.

The CSA, the council of the securities regulators of Canada's provinces and territories, co-ordinates and harmonizes regulation for the Canadian capital markets.

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