



talkwithourkidsaboutmoney.com

– MEDIA ADVISORY –

**GTA students to compete in Money Fair showcase in celebration of
'Talk With Our Kids About Money Day'**

30 teams scheduled to compete with special guest, former Toronto Maple Leaf goalie, Curtis Joseph

Toronto, April 13, 2017 – As a showcase event for the 'Talk With Our Kids About Money' program, downtown Toronto will be the scene of a regional Money Fair competition between about 30 teams of students from Burlington and Toronto.

The event is being held on Tuesday, April 18, the day before the cross-Canada '[Talk With Our Kids About Money Day](http://talkwithourkidsaboutmoney.com)'. The program, created by the [Canadian Foundation for Economic Education \(CFEE\)](http://canadianfoundationforeconomiceducation.org), and supported by [Scotiabank](http://scotiabank.com), is designed to get teachers and parents engaged in helping young Canadians learn more about money and personal finances to prepare for their financial futures. In 2016, over 500,000 young people and 5,000 schools across Canada participated in '[Talk with Our kids About Money Day](http://talkwithourkidsaboutmoney.com)'.

What: A Money Fair showcase to celebrate Canada's '[Talk With Our Kids About Money Day](http://talkwithourkidsaboutmoney.com).' Students from St. Gabriel Catholic Elementary School, Burlington and Hilltop Middle School, Etobicoke have been selected to present their Money Fair projects.

Where: Scotia Plaza
40 King Street West

When: Tuesday, April 18, 2017
Note: Media welcome to take photos throughout the event

- 9:45-10:45 a.m. First round of competition in Scotia iTrade concourse area
- 11:00-12:00 p.m. Second round of competition in The Scotiabank Conference Centre on third floor of Scotia Plaza
- 12:15-12:45 p.m. Brief remarks
- 12:45 p.m. Media interview and photo opportunities
- 1:00 p.m. Event concludes

Who: Interview opportunities with:

- Participating Money Fair students and teachers
- MPP Yvan Baker (Parliamentary Assistant to Ontario Finance Minister)
- Canada's Financial Literacy Leader, Jane Rooney
- Vice President, Corporate Social Responsibility, Scotiabank, Terri Williams
- President, Canadian Foundation for Economic Education, Gary Rabbior
- Special Guest, former Toronto Maple Leaf goalie, Curtis Joseph

Media Contacts:

CFEE

Joseph Clark, jclark@cfee.org, (416) 968-2236, (905) 726-3438, Cell: (416) 893-8772

Scotiabank

Erin Truax, Public, Corporate and Government Affairs, Scotiabank, 416-578-9659, erin.truax@scotiabank.com

About CFEE

CFEE is a federally chartered, non-profit, non-partisan organization, founded in 1974, that works to improve economic and financial literacy and enterprising capability. CFEE works collaboratively with ministries and departments of education along with school boards, schools, educators, and teacher associations. CFEE also engages in activities to support and assist newcomers and past immigrants to Canada, and the general public including print resources, videos, workshops, and online resources. Overall, CFEE aspires to help Canadians of all ages be better prepared to undertake their economic roles, responsibilities, and decisions with confidence and competence.

Scotiabank

At Scotiabank, we aim to support organizations that are committed to helping young people reach their full potential. Young people are our future leaders and Scotiabank's goal is to help ensure that they have the necessary skills and resources they need to support their success. Together with our employees, the Bank supports causes at a grassroots level. Recognized as a leader for our charitable donations and philanthropic activities, in 2016, Scotiabank contributed more than \$70 million to help our communities around the world.

Scotiabank is Canada's international bank and a leading financial services provider in North America, Latin America, the Caribbean and Central America, and Asia-Pacific. We are dedicated to helping our 23 million customers become better off through a broad range of advice, products and services, including personal and commercial banking, wealth management and private banking, corporate and investment banking, and capital markets. With a team of more than 88,000 employees and assets of \$887 billion (as at January 31, 2017), Scotiabank trades on the Toronto (TSX: BNS) and New York Exchanges (NYSE: BNS). For more information, please visit www.scotiabank.com and follow us on Twitter @ScotiabankViews.

.....

A PROGRAM OF

CFEE CANADIAN FOUNDATION FOR ECONOMIC EDUCATION
FONDATION CANADIENNE D'ÉDUCATION ÉCONOMIQUE

SUPPORTED BY

