

EVENT UPDATE REPORT – Federal Task Force on Financial Literacy Presentation

Victoria, BC, Canada – On March 29, 2010 MoneyMinding International Inc. (MoneyMinding) announced that it was invited to participate and present a Brief before the Federal Task Force on Financial Literacy to be held in Vancouver, British Columbia on April 6, 2010.

Presenting on behalf of MoneyMinding was Ms. Tracy Piercy. When asked her thoughts about the event, Ms. Piercy replied, “I was delighted that the fresh, personal approach to personal finances was so well received by the Task Force members present. There is a significant difference between financial planning and financial literacy, and so much of financial education is focused on product or strategy selection that the emotional element is usually overlooked.” Her message to the Task Force was “to be careful not to teach people how to make their financial decisions by themselves bigger, better, faster and cheaper” as many existing financial literacy programs advocate. Put into the context of health care, we as consumers need to be able to attend to basic personal care, identify symptoms and convey information to professionals for medical advice. Without the proper foundation, managing personal finances is like trying to write your own prescription for medical care without proper formal training and up-to-date information.

About the Task Force

Established within the 2009 Federal Budget, the Task Force on Financial Literacy will provide advice and recommendations to the Minister of Finance on a national strategy to strengthen the financial literacy of Canadians. The Chairman of the Task Force on Financial Literacy is Mr. Donald Stewart.

About MoneyMinding

MoneyMinding International Inc. provides financial literacy products, services and training materials to consumers of all ages and backgrounds. Financial professionals, including those engaged in disciplines such as Certified Financial Planners, Banking, Insurance, Real Estate, Mortgage Brokers and Accountants can provide their clients with access to an independent source to receive foundational financial training as well as question and answer support. Professionals can also receive accredited training and certification, required within their industry to maintain licensing standards, on the MoneyMinding Methodology of financial decision making to compliment their technical financial expertise. Consumers have access to information and to financial professionals who can help them confidently make personal financial decisions.

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