



**FOR IMMEDIATE RELEASE**

## **Canadian Investment Awards Calling for Submissions For Eight Specialty Awards**

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### **Industry encouraged to nominate for Person of Influence and Career Achievement**

**TORONTO, ON July 29, 2009.** The Canadian Investment Awards, Canada's premier awards program, recognizing excellence in the financial services industry, announced today the call for submissions for eight specialty awards; final applications due September 30<sup>th</sup>, 2009. Senior executives from the financial services industry jury all submissions and the industry itself helps by nominating their individual of choice for the Person of Influence and Career Achievement awards. Winners are chosen based on rigorous criteria and are considered to be leaders in the industry.

"This is the 15<sup>th</sup> year that the industry will choose individuals or organizations that reflect leadership, innovation and excellence," says Sabine Steinbrecher, President, Canadian Investment Awards Inc. "During these turbulent times, more and more consumers look for the winner logo when making their investment decisions. It is a tremendous honour to win and we are seeing more and more organizations rewarded for their commitment to innovation and performance"

#### **ELIGIBLE AWARDS:**

- **Best New Initiative – Sponsored by Informco**
- **Best Use of Technology – Sponsored by VAULT Solutions Inc.**
- **Investor Education Award – Sponsored by the Investment Funds Institute of Canada**
- **Advisor Education Award – Sponsored by Learning Library Inc.**
- **Corporate Citizenship Award**
- **Canadian Investment Marketing Awards – Sponsored by Broadridge**
- **Green Company Awards**
- **Socially Responsible Investment Fund**

In addition to these specialty awards, there are 23 mutual funds awards, 3 hedge fund awards and 9 Pooled fund awards chosen by a committee of Analysts.

To be considered for a fund award, investment funds and firms must meet stringent eligibility criteria. The juries review performance with special attention to three-year performance history,

where applicable, to support a longer-term perspective. Strict attention is paid to the quantitative performance of a fund on an absolute basis, as well as various measures of risk and the fund's diversification benefits. But the focus is not just quantitative alone. The juries also weigh qualitative factors such as management quality, availability and fee structure. The analysts are charged with reviewing multiple perspectives within a sound analytical framework. These measures result in a broader range of issues being considered so that the most deserving candidates are recognized. All of this requires long hours of work by the juries to research the data and create eligible fund lists for the analysts to use and as many hours of individual work to review each category and select, in most cases, their top three picks. Results go back to audit team for final review. Winner, silver and bronze are identified in most categories.

"Once again, we are looking forward to seeing a strong group of submissions," continued Steinbrecher. "I encourage all organizations to submit to win."

#### **SUBMIT - TO WIN:**

Complete award and submission information is available at [www.investmentawards.com](http://www.investmentawards.com).  
Submit before September 30<sup>th</sup>, 2009.

#### **NOMINATE – MAKE A DIFFERENCE:**

A few individuals make tremendous contributions that need to be recognized, particularly in this challenging year. Email [individualawards@investmentawards.com](mailto:individualawards@investmentawards.com) to nominate the individual you think deserves to be honoured for the **Career Achievement - sponsored by Fundata Canada Inc** and **Person of Influence of the Year Awards**.

#### **CELEBRATE - GALA INFORMATION**

This year, the tradition continues as the winners will be announced at the Canadian Investment Awards Gala held on Wednesday, December 2nd at the Fairmont Royal York in Toronto. Early bird tickets are on sale until October 15<sup>th</sup>.

#### **Thank you to all our partners and sponsors:**

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#### **About the Canadian Investment Awards**

The Canadian Investment Awards and Gala recognizes leading investment products and firms illustrating an enduring commitment to excellence within the Canadian financial services industry overall. In its 15<sup>th</sup> year, this is the only time in Canada, that the industry, investors and advisors come together to select top performers. In its fifteenth year, the event attracts over 600 guests annually and represents the year long work of over 30 firms, 40 senior analysts and expert jury members researching and ranking 50 categories and is supported by over 30 principal sponsors.

The unusual nature of this collaborative structure provides an unbiased and objective outcome that is completely unique to these awards and to Canada. No other analysis process, nor any

other resource, provides this broad industry representation via "collaborative results" and the top performers have become a valuable annual reference guide for Canadian investors and advisors.

This is the event of the season celebrating financial service excellence. "Early bird" tickets are available prior to October 15<sup>th</sup>, 2009. For more information about the Canadian Investment Awards, and how to purchase your "early bird" tickets, please visit [www.investmentawards.com](http://www.investmentawards.com).

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