



THE INVESTMENT FUNDS INSTITUTE OF CANADA
L'INSTITUT DES FONDS D'INVESTISSEMENT DU CANADA
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ATTENTION: MARKETING MANAGERS

NEWS RELEASE
FOR IMMEDIATE RELEASE

SUBMISSIONS OPEN FOR IFIC INVESTOR EDUCATION AWARD

TORONTO (August 6, 2008) – Canadian investment fund managers and dealers who actively promote investor education through educational campaigns are invited to make their submissions to the 2008 IFIC Investor Education Award.

The award was established by The Investment Funds Institute of Canada (IFIC) in 2006 as part of the Canadian Investment Awards (CIA) to recognize industry-produced educational materials that lead investors to a better understanding of mutual funds, financial planning or investing in general.

“The industry considers education critical for investors so they can make well-informed decisions,” says Joanne De Laurentiis, IFIC’s President & CEO. “Knowledgeable investors ask questions, understand the general movement of markets and make educated decisions.”

Showcasing top-quality educational initiatives through the CIA encourages others mutual fund firms to participate.

“We are delighted to again include the IFIC Investor Education Award in our awards program this year,” says Sabine Steinbrecher, Founder and CEO, Canadian Investment Awards Inc. “The CIA is dedicated to education and will continue to support IFIC and the industry by encouraging and rewarding educational leadership.”

Closing date for submissions is 5:00 pm ET Tuesday, September 30, 2008. All pertinent details for IFIC’s Investor Education Award are available at the Canadian Investment Awards web site at www.InvestmentAwards.com. IFIC’s award will be part of the Canadian Investment Awards Gala on December 3, 2008, in Toronto.

About IFIC

The Investment Funds Institute of Canada is the national association of the Canadian investment fund industry. Membership comprises mutual fund management companies, retail distributors and affiliates from the legal, accounting and other professions.

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. It is the only time each year in Canada, that the industry, investors and advisors come together to select top performers. The event attracts over 650 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 25 principal sponsors.

NOMINATE: A few make tremendous contributions that need to be recognized. Email individualawards@learninglibrary.com to nominate the individual you think deserves to be honoured for the Career Achievement Award and Person of Influence of the Year Award

CELEBRATE: This year, the tradition continues as the winners will be announced at the Canadian Investment Awards Gala to be held on **December 3rd**. Early bird tickets are on sale until October 15th.

For further information, please contact:

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