

SEDI to provide strategic advice to the Task Force on Financial Literacy Secretariat

Toronto, Sept. 28, 2009 - The national charity Social and Enterprise Development Innovations (SEDI) today announced that it will work with the Task Force on Financial Literacy Secretariat, providing strategic advice on key issues in the field of financial education.

In June 2009, Minister of finance Jim Flaherty announced the establishment of this Task Force to help create a cohesive national strategy to support initiatives across Canada aimed at improving financial education.

“SEDI had been calling for a task force and a national strategy on financial literacy for a number of years and we are pleased to see that Ottawa is fulfilling the promise made in the 2009 federal budget,” said Peter Nares, SEDI founder and executive director.

“This Task Force will need quality input from a wide range of stakeholders to ensure its work results in an inclusive, cost-efficient and accessible financial literacy strategy. The challenges it will face are significant. There is no shortage of work to be done in helping people to make sense of their personal finances and to support them in making more informed and confident decisions. We look forward to working with the Task Force to achieve these objectives.”

To learn more about the Task Force on Financial Literacy, please visit www.financialliteracyincanada.com.

About SEDI

Since its founding in 1986, SEDI has been at the forefront of initiatives that help people living on low incomes become self-sufficient through financial literacy, saving/asset building and entrepreneurship. SEDI has also helped shape significant social policies in Canada by conducting market and policy research and by acting as a knowledge broker between communities and governments. Visit www.sedi.org for more information.

In 2008, SEDI launched a new division, the Canadian Centre for Financial Literacy, which brings together the public, private and nonprofit sectors to expand opportunities for low-income Canadians to increase their financial literacy. For more on the CCFL, please visit www.theccfl.ca.