



For immediate release:

Financial Literacy Programs to Impact Over 16,000 Ottawa Citizens

Ottawa, November 19th, 2014 – On November 18th, 2014, in recognition of Financial Literacy Month in Canada, Financial Literacy Action Network of Ottawa (FLANO) launched the 2015 Financial Literacy Campaign, impacting the greater Ottawa community.

The event, hosted by Alterna Savings, marked the launch of FLANO's 2015 campaign in support of financial literacy. FLANO made a commitment to deliver financial literacy workshops throughout the region, reaching over 16,000 Ottawa citizens.

"The goal is to increase knowledge and skills in financial literacy particularly among socio-economically vulnerable groups such as First Nations, immigrants/newcomers, persons with mental illness, seniors, families with low incomes, and youth. With increased visibility and engagement, the plan is to make financial literacy a fundamental pillar in our local communities," said H el ene M enard, Directrice G en erale, Entraide Budg etaire Ottawa/FLANO.

This initiative is aligned with the national strategy for financial literacy that sets out goals and priorities in working to strengthen the financial literacy of Canadians.

"Our Government has made financial literacy a key priority. It's a valuable component of Canada's Economic Action Plan, which is why we set aside an additional \$3 million in Budget 2013 for targeted initiatives in this area," said Andrew Saxton, Parliamentary Secretary to the Minister of Finance. "I am extremely pleased to see this collaborative effort involving government, community and private organizations in helping to strengthen the financial skills of consumers in the greater Ottawa community."

"Coinciding with Financial Literacy Month, this event exemplifies this year's theme: strengthening financial literacy through collaboration. By working together, not only can we learn from each other, but we can also expand the reach and impact of our programs, and better coordinate financial literacy efforts nationwide," said Brigitte Goulard, Deputy Commissioner of the Financial Consumer Agency of Canada.

About Financial Literacy Action Network of Ottawa

Financial Literacy Action Network of Ottawa (FLANO) is a volunteer group comprising individuals, organizations, business support partners, agencies, and community groups working in and promoting financial literacy in the Ottawa region. Its goal is to be a leader in terms of collaboration and partnerships in Ottawa, in order to publicize and promote sound budget management and empowerment among consumers, by providing education and counselling services that will build knowledge and skills in financial literacy for the most vulnerable groups in the community. Learn more about FLANO at www.flano-ralfo.ca/.

About Alterna Savings

As Canada's first co-operative financial institution outside Quebec founded in 1908, Alterna Savings and Credit Union Limited is a full-service, member-owned credit union. Alterna Savings serves over 100,000 members throughout the province of Ontario, and currently holds C\$3.3 billion in assets under administration. From trustworthy financial advice to local investment and support, Alterna Savings offers a fresh alternative to the 'Big Banks'. Learn about the Alterna Savings difference at www.alterna.ca, or follow us on Twitter, [@alternasavings](https://twitter.com/alternasavings) and like us on Facebook, www.facebook.com/AlternaSavings.

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