

Press Release

For Immediate Publication

“Beginning the Conversation: 15 Case studies on Financial Literacy”

University Women’s Club of Montreal Inc launches free educational toolkit for older women

(Montreal, June 14, 2012) Women wishing to break the taboo around discussing financial matters will be able to access a new educational resource developed by the University Women’s Club of Montreal (UWCM, member of the Canadian Federation of University Women (CFUW). Consisting of 15 case studies on topics ranging from coping with divorce to recognizing financial abuse, the project offers a fresh approach to identifying and discussing financial issues of concern to older women and their families. UWCM members and friends celebrated the launching of the volunteer initiative at a gala reception held at the Atwater Club June 14, 2012 with special guests Dian Cohen, esteemed economist and financial commentator and Julie Lemieux of the Autorité des marchés financiers (AMF) who generously sponsored the publication with Jacques Ménard, Chairman of BMO Nesbitt Burns and former Vice Chair of the Federal Task Force on Financial Literacy sending a congratulatory message.

“Our objective is to reach out to all individuals, but particularly women who are vulnerable to being misled and taken advantage of by so-called financial advisors”, said UWCM project coordinator Judith Kashul. “Our members are very concerned about family and friends who have been swindled in recent years and so we have developed our own financial literacy program in order to provide objective and accurate financial information in a way that is less intimidating and more inviting to those who are not always comfortable discussing financial matters.”

A long-time member of the Sherbrooke Club of University Women, Cohen added “I heartily support the objectives of this women-led financial education project. In my many years in the media and in my own work as an economist, I have long been an advocate for objective financial education. I am delighted to see agencies such as the AMF support non-profit initiatives by groups such as the University Women’s Club of Montreal, groups that people can trust to deliver the right information without bias when it comes to financial education.”

Those interested in learning more about the UWCM’s Financial Literacy Project and accessing the case study documents in a free-of-charge and ready-to-use format, can consult our website at www.uwcm.com.

The University Women’s Club of Montreal (UWCM/CFUM) was founded in 1927 with 237 charter members and it holds the distinction of having had the first clubhouse in Canada for women. It is a voluntary non-partisan and non-profit organization of university women graduates with diverse academic and professional fields of interest. Contact Information: Brenda Shanahan, Publicity, 514-398-2932

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