



Money Life Skills Joins CYBF Entrepreneurship Program

Canadian Youth Business Foundation to provide start-up financing and mentoring

March 30, 2010 (Toronto, ON) – Money Life Skills is pleased to announce that it has joined the Canadian Youth Business Foundation (CYBF) Entrepreneurship program. The company will benefit from start-up financing and the guidance of an experienced mentor for a minimum of two years.

CYBF offers start-up financing based on character rather than collateral, demonstrating confidence in the company's management. In addition, the world-class mentoring program is the critical difference that dramatically improves the likelihood of success for a new venture.

"We're ecstatic to have joined CYBF's program. I thank them for their vote of confidence in Money Life Skills and I look forward to working closely with our mentor to grow our business," says President & Lead Facilitator, Neil Jain. The company also utilized the CYBF Interactive Business Planner, a tool designed to document a comprehensive and rigorous business plan.

"We are proud to include Money Life Skills among our CYBF entrepreneurs," adds Vivian Prokop, chief executive officer of CYBF. "We look forward to supporting Neil through his entrepreneurial journey."

About Money Life Skills

Money Life Skills aims to empower people to make confident financial decisions. The company offers unbiased private, customized and affordable workshops to individuals, couples and families on how to save, spend and invest money. For more information about Money Life Skills, visit www.moneylifeskills.com.

To schedule an interview, please contact:

Ani Chakmakian
Media Relations
(416) 977-9208

About The Canadian Youth Business Foundation (CYBF)

The Canadian Youth Business Foundation (CYBF) is a national charity dedicated to growing our nation's economy one young entrepreneur at a time. We look at character not collateral, when providing youth, age 18-34, with pre-launch coaching, business resources, start-up financing and mentoring, to help them launch and sustain a successful entrepreneurial business.

Founded in 1996, CYBF has invested to date in more than 3,500 young entrepreneurs, whose businesses have generated more than \$96 million in tax revenue and hundreds of millions in sales and export revenues, and created more than 16,900 new jobs. Through CYBF's national network of community partners, we are able to deliver our program coast to coast with more than 3,100 volunteers across Canada.

For more information on CYBF, please visit www.cybf.ca.

Media Contact:

Lori Paris, Senior Manager, Media Relations and Communications,
Canadian Youth Business Foundation
416 408-2923 ext 2120 / lparis@cybf.ca