



Money Life Skills Opens for Business in Toronto

Aims to empower people to make confident financial decisions in challenging economic times

January 26, 2010 (Toronto, ON) – Money Life Skills announced today that it has opened for business in Toronto. The company aims to empower Canadians to make confident financial decisions by offering unbiased private, interactive and affordable workshops on how to save, spend and invest money.

“Countless reports show that Canadians need help making more effective decisions about money,” says President and Lead Facilitator, Neil Jain. “In an era where we spend more than we earn, save very little, and shell out high fees to invest, it’s no wonder Canadians are concerned about their money.”

According to Statistics Canada, in the third quarter of 2009, Canadians saved only \$4.80 for every \$100 of disposable income, and households owed \$142 for every \$100 that they earned in the second quarter of 2009. To top it off, the first five months of Canadians’ earnings last year went directly towards taxes according to the Fraser Institute.

Money Life Skills offers four workshops in straightforward categories: Save, Spend, Invest and Taxes. Each of the workshops contains an associated set of life skills that are taught, and personalized to maximize the long-term benefit to customers.

Mr. Jain adds, “We often wish that we learned how to make sound financial decisions in school or while growing up. Through our workshops, we’re providing real-world knowledge to empower our customers to be much more confident about money.”

Money Life Skills specializes in giving people the information and the tools they need to make better decisions – not in selling products. It’s a fundamental principle that sets the company apart.

“We want folks to feel assured that they’re receiving unbiased content in our workshops, and that it’s personalized to their specific needs,” affirms Mr. Jain.

Workshops cost \$88 + GST for individuals and \$148 + GST for couples and families. They are fully private, hour and a half to two hour sessions, and are offered at comfortable and convenient locations in downtown Toronto.

About Money Life Skills

Money Life Skills aims to empower people to make confident financial decisions. The company offers

unbiased private, interactive 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