



Money Life Skills Announces Philanthropic Commitment

Pledges 5% of pre-tax profits to Plan Canada microfinance programs



Neil Jain (left), President, Money Life Skills presents Lisa Grislis (right), Plan Canada, with \$500 kick-start donation

February 17, 2010 (Toronto, ON) – At a Launch Event in Toronto yesterday, Money Life Skills announced that it has made a philanthropic commitment to Plan International Canada Inc. (Plan) for 2010. The event, entitled “An Evening of Confidence,” included a brief presentation.

The company has pledged 5% of its pre-tax profits for 2010, payable quarterly, to support microfinance programs facilitated by Plan. In addition, a kick-start donation of \$500 was presented at yesterday’s event.

“Living in a relatively affluent society, Canadians have an obligation to empower those in need,” says President & Lead Facilitator, Neil Jain. And, there’s no question that Canadians are generous people. In just over one month, individuals across this country have donated over \$150 million to support the recovery effort in Haiti.

Hundreds of thousands of people achieve financial stability thanks to microfinance programs facilitated by Plan and its partners, helping them protect their families from emergencies and plan for the future.

“Five per cent of pre-tax profit is a very generous promise,” affirms Lisa Grislis, Plan’s Senior Manager for Major Gifts & Development. “It’s admirable that Money Life Skills is including giving as part of its philosophy right from the start.”

Through small loans and savings plans, Plan’s microfinance programs offer assistance to the very poor with a special emphasis on access for women.

Mr. Jain adds, “Not only do Plan’s microfinance programs provide folks with financial support, I feel that they are given a new confidence to succeed as entrepreneurs and to support their families and communities.”

Specifically, Plan has worked with partners in countries such as Peru, Mali, Cambodia and Tanzania. In Peru, for example, Plan’s work through partnerships has helped 8,000 families access financial services and receive educational support.

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.moneylifekills.com.

To schedule an interview, please contact:

Ani Chakmakian
Media Relations
(416) 977-9208