

**PRESS RELEASE FOR IMMEDIATE RELEASE**

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**AFOA CANADA FOCUSES ON FINANCIAL LITERACY AT ITS 15TH ANNIVERSARY NATIONAL CONFERENCE IN WINNIPEG, MB, FEBRUARY 17-19, 2015**

**Winnipeg, Manitoba, February 19th, 2015** – AFOA Canada’s focus is Building a Community of highly skilled finance and management professionals. With these skills and competencies, we can make a positive impact in supporting Aboriginal individuals and communities in their journey toward self-reliance and economic prosperity. Though the theme of this 15th Anniversary National Conference is ***“Business Development - Capitalizing on Opportunities that Lead to Self-reliance and Economic Prosperity”***, there has been a consistent focus on enhancing financial literacy skills not only for the 900 plus professionals in attendance, but across Canada. During yesterday’s events, 3 Aboriginal Youth Award recipients and Canada’s Financial Literacy Leader Jane Rooney joined in on the discussion.

*“Financial literacy means having the knowledge, skills and confidence to make responsible financial decisions. As peoples’ priorities change, whether they are seniors on fixed incomes, Aboriginal people or young adults starting families, everyone needs resources to support financial learning and planning at key transition points in their lives. The recipients of the AFOA Canada PotashCorp Aboriginal Youth Financial Management Awards clearly articulate how financial literacy helps build resilience and financial well-being.”* says Jane Rooney, Canada’s Financial Literacy Leader.

This morning’s plenary discussion is a conversation on the importance of financial literacy, where Bruce Sellery, Canadian Business Journalist, Best Selling Author and Past Television News Anchor speaks on why improving financial literacy of individuals is a growing concern around the world, why smart people do dumb things with their money – and what you can do about it.

**About AFOA Canada**

AFOA Canada (formerly the Aboriginal Financial Officers Association of Canada) is a membership driven organization and was founded as a not-for-profit association in 1999. The organization supports Aboriginal professionals in managing and governing their communities and organizations through a focus on enhancing finance, management and leadership practices and skills.

AFOA Canada’s premise is that the key to economic prosperity and creating a better life for Canada’s Aboriginal people is in improving the management skills of those responsible for the stewardship of Aboriginal resources. AFOA Canada has become the centre of excellence and innovation in Aboriginal finance, management and leadership. It is the largest and only organization in Canada that focuses on the capacity development and day to day needs of those Aboriginal professionals who are working in all areas of these areas. Our products and programs are developed by Aboriginal professionals for Aboriginal Professionals.

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