



## **Canada Learning Bond (CLB): Families Are Leaving Millions on The Table**

**QUEBEC CITY, November 19, 2018 – This Education Savings Week, RESP industry leader Universitas Financial is campaigning to raise public awareness about the Canada Learning Bond (CLB), a generous federal grant eligible families should take advantage of.**

Universitas Financial is banking on an assorted program to appeal to families during this week dedicated to education savings. To direct the spotlight on the benefits of education savings, audiences can expect a humorous social media contest with the hashtag #ImInvested, several activities in collaboration with partners from the education community, video clips, blog posts and a message from spokesperson Bianca Gervais. The goal is to help all families plan for the financing of their children's post-secondary education

“The numbers speak for themselves. When we know that 65% of eligible Canadian children are not receiving their CLB money<sup>1</sup> simply for lack of information, it becomes clear that we need to promote this grant a whole lot more,” says Marjorie Larouche, Senior Communications and Public Relationships Advisor at Universitas Financial.

### **The CLB Can Reach \$2,000 Per Child**

Remember that the Canada Learning Bond is a grant by the Government of Canada to help families with limited financial means save for their children's post-secondary education. An initial sum of \$500 is paid into the RESP at plan opening and an additional \$100 is deposited each year of eligibility until the child's 15<sup>th</sup> birthday.

To help provide a wider access to this grant, Universitas Financial doubled down on its efforts and since 2016, offers eligible families a no-charge, no-commitment RESP for the sole purpose of receiving CLB amounts and making these funds grow.

### **About Universitas Financial**

Since its creation in 1964, Universitas Financial has been a leading provider of registered education savings plans (RESP), offering Quebec and New Brunswick families savings strategies that promote access to education and academic perseverance. Universitas Financial has paid out

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<sup>1</sup> <https://www.canada.ca/en/employment-social-development/services/student-financial-aid/education-savings/reports/statistical-review-2016.html>, viewed September 19, 2018.

nearly \$777 million in educational assistance payments (EAPs) and returned savings, and currently manages assets exceeding \$1.4 billion.

– 30 –

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