



THE MANITOBA
SECURITIES
COMMISSION

NEWS RELEASE

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Honey, I Shrunk the Money!

Talk finances with your Valentine before it's too late

Winnipeg, Manitoba – Money and finances are subjects couples often avoid discussing. With money problems being a leading cause of ruined relationships, it's important to take the time to observe and discuss money habits before it's too late.

"Women and men traditionally have different and often highly emotional attitudes towards money," says Ainsley Cunningham, Education and Information Coordinator with the Manitoba Securities Commission. "There are often hidden expectations surrounding money matters which can cause marital conflicts and hurt feelings. Open communication between partners about money helps build trust and stronger relationships."

In an attempt to encourage couples to start talking openly about finances, the Manitoba Securities Commission recently introduced a new web based educational tool called "**Honey, I Shrunk the Money**". Spouses, newlyweds and partners are encouraged to take the short quiz to see how easy it can be to watch their money grow or ultimately shrink.

At the start of the quiz, participants receive \$10,000 in their piggy bank. As they answer general true/false questions concerning such issues as spending habits, budgets and risk tolerance levels, they receive an additional \$1,000 for every correct answer and will lose \$1,000 for each incorrect answer. At the end of the quiz, participants are encouraged to challenge their partner and have them also complete the quiz.

Participants have an opportunity to register for a chance to win a \$100 Canada Savings Bond and a weekend getaway at the Hotel Fort Garry.

"The response to the contest to date has been very encouraging," adds Cunningham. "We've had 2750 people play the game with 240 challenges. Our goal in introducing this contest was to get couples working and talking together to make their money work for them. Setting realistic goals and understanding their partner's tolerance levels are important aspects of building wealth and making retirement plans."

For more information, log onto www.moneyhoney.ca. Contest deadline is March 10, 2004.

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The Manitoba Securities Commission is an independent office of the Government of Manitoba that protects investors and promotes fair and efficient business practices throughout the province. We are dedicated to ongoing investor education.

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