



The Canadian Association of Credit Counselling Services

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New national organization formed to help Canadians in financial crisis *Canadian Association of Credit Counselling Services launched as the new national voice for not-for-profit credit counselling in Canada*

Toronto, April 2 – Canadians experiencing financial difficulties can now turn to the newly established Canadian Association of Credit Counselling Services (CACCS) for independent and unbiased financial counselling. Based in Ontario with a Canada-wide mandate, the new, not-for-profit association has been approved by Industry Canada to operate with a focus on a wide range of objectives including:

- Promoting education programs that enhance the financial literacy and personal financial skills of Canadians
- Making not-for-profit credit counselling services widely available to Canadians
- Establishing, promoting and regulating uniform Canada-wide standards of knowledge, skills and ethics of persons and organizations providing not-for-profit credit counselling
- Providing industry-leading training and exclusive professional designations for Credit Counsellors

“Canadians need access to high-quality credit counselling and financial coaching services now more than ever,” says CACCS CEO, Henrietta Ross. “We are reaching out to not-for-profit credit counselling organizations and supporters across Canada to join forces with us to ensure Canadians get the qualified assistance they need to manage their financial difficulties, particularly during these unprecedented harsh economic times.”

“Reaching out to a trained and certified Credit Counsellor can be one of the smartest steps a person can take during financial distress,” says C.M. (Duke) Stregger, Chairman, CACCS Board of Directors. “They can provide the advice and guidance you need to get your finances in control and work with you to develop a plan for the future.”

Working in partnership with federal and provincial governments, educational bodies, the Credit community and other credible organizations, CACCS is committed to establishing a culture of responsible financial behaviour for all Canadians.

“The programs we’ve designed are available across the country so Canadians will recognize who they can turn to for a credible source of help, guidance and advice as they search for ways to establish a healthier financial lifestyle,” says CEO Ross.

About CACCS

The Canadian Association of Credit Counselling Services (CACCS) represents a Canada-wide network of accredited, not-for-profit agencies and affiliates offering preventative education and confidential services to clients experiencing financial difficulties. With a focus on financial counselling education, accreditation of agencies and certification of Financial Counsellors, CACCS is also committed to national research and policy initiatives concerning personal finance and industry advocacy.

To reach the CACCS central referral service, contact 1-800-263-0260 or for more information, visit www.caccs.ca

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