



Department of Finance
Canada

Ministère des Finances
Canada

Ottawa, Canada
K1A 0G5

MAR 03 2009

Ms. Joanne De Laurentiis
President and CEO
The Investment Funds Institute of Canada
11 King Street West
Toronto, ON M5H 4C7

Dear Ms. De Laurentiis:

Thank you for your correspondence of January 22, 2009 in which you suggest that recent Government of Canada advertising on the Tax-Free Savings Account should also have directed Canadians to contact financial advisors – such as those who work in Canada's investment funds industry – for information on how to open an account.

I appreciate being made aware of your views and assure you they will be taken into account if there are additional opportunities to advertise the TFSA in the future. Moreover, I have instructed Department of Finance officials to amend the www.tfsa.gc.ca website, where applicable, to ensure that it is more inclusive of the wider financial sector.

However, I would note that other providers of financial advice, such as lawyers and accountants, were also not mentioned in the advertisements. This deliberate decision, particularly with regard to the short television and radio advertisements, ensured that Canadians received as much substantive information as possible about the TFSA rather than a lengthy list of those to whom they could turn for assistance with their investments in TFSAs.

I also appreciate your offer to help promote financial literacy by assisting the Department of Finance in updating its website pertaining to your industry. This material will be revised in the coming months, and your perspective on its content would be most valuable.

Thank you again for having brought your views to my attention.

Sincerely,

Rob Wright
Deputy Minister

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