



# Corporate Media Kit

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[www.HeritageRESP.com](http://www.HeritageRESP.com)



## About Heritage Education Funds Inc.

Heritage Education Funds, is one of the Canada's leading providers of pooled education saving plans. Incorporated on December 1, 1986, the Heritage Educational Foundation administers one of the largest active pooled Registered Education Savings plans (RESP) in Canada with assets under administration exceeding \$2 billion. Heritage Education Funds Inc. has been helping families to save for their children's post-secondary education for over 45 years.

## We've grown with Canada's kids

Heritage Education Funds Inc. (originally known as Canadian American Financial Corp. (Canada) Limited) was founded in 1965. Today, we're proud to be one of Canada's foremost RESP providers with **over 400,000 children enrolled** and **over \$750 million paid out to Heritage Beneficiaries to attend post-secondary institutions since 1988.**

## RESP Expertise you can trust

Unlike banks and other financial institutions, we have over 45 years of experience helping families save for post-secondary education. We deal exclusively in RESPs. It's all we do, so we have developed a level of expertise that is hard to beat. Just ask the thousands of Canadian children whose futures have been built on a Heritage RESP.

## Pooled funds mean more investment opportunities

Heritage Plan RESPs are what is known as a pooled fund. That means contributions are combined with those of other subscribers so that all can benefit from a wider range of secure investment opportunities. Heritage Education Funds offers flexible, affordable plans and scholarship options suited to individual needs.

## Unnecessary risk is not an option

With Heritage Education Funds, RESP savings are not at the mercy of the stock market. RESP contributions are invested in various safe and secure investments that earn a competitive return. So subscribers know their money will be there when their children need it.

## Recognizing excellence in education

While it is our mission to help parents prepare for their children's future education, the Heritage Educational Foundation also seeks to recognize excellence today. That is why we award five Heritage National Excellence Awards for Teachers (Heritage NEAT) to teachers focused on the early years of education which are so critical in setting the foundations for future academic success. The Heritage Educational Foundation also salutes excellence among our Beneficiaries who are pursuing graduate studies through the Heritage Graduate Awards.

## Heritage Education Funds Inc. Board of Directors

Dedicated to helping Canadian children succeed, the directors and officers of Heritage Education Funds Inc. offer an extensive range of financial and management expertise.



**Scott McIndless**  
Chairman



**Jason R.B. Maguire**  
President



**Onofrio Loduca**  
Chief Executive Officer and Chief Compliance Officer



**Robert Coleman**  
Director



## Heritage passes \$2 Billion mark in assets under management

*Heritage Education Funds has paid out over \$750 million in Savings and Educational Assistance Payments to Canadian children to pursue their post-secondary education dreams.*

**Toronto, November 7, 2011** — Heritage Education Funds has surpassed the \$2 Billion mark in assets under management, and in this year alone Heritage has paid out over \$130 million from its Heritage Registered Education Savings Plans (RESPs), proving that in spite of continued volatility in the global equity markets, that Heritage RESPs are a lower-risk investment for a child's future post-secondary education.

The cost of a post-secondary education has continued to rise and many Canadian families are struggling to provide their children with the education they deserve. According to Statistics Canada, the average cost of a four year post secondary degree is roughly \$20,000, and this does not account for the additional expenses for living, social or food. Undergraduate students in programs such as architecture are paying 6.5 % more than last year, roughly \$5,140 a year in tuition. Statistics Canada also reported that many other popular programs such as law and legal have experienced a rise of 5.7% in their tuition fees. The frightening aspect about these statistics is that these numbers will only increase over time. "This is the staggering reality that our up and coming students face" said Jason Maguire, President of Heritage Education Funds. "Heritage has one premise, to help families save for their children's post-secondary education in a safe and affordable way to ensure they can support their children's dreams".

Heritage Education Funds offers one of the highest performing and most flexible fixed income RESP investments in Canada, and to date Heritage has enrolled over 370,000 children. Heritage has been helping families for over 46 years and since 1988 has paid out over \$750 million.

What sets Heritage Education Funds apart is not only the almost 5 decades of proven expertise but the assurance that Heritage provides families a lower-risk investment option for their hard earned dollars. As of September 30, 2011, Heritage Plans returns based on 1, 3, 5 and 10 Year were 4.98%, 6.83%, 5.01% and 6.38%, respectively. The Heritage Plans also offer a great degree of flexibility as education saving solutions are designed around each subscriber's suitability and affordability.

Heritage's focus has always been about the future of our children, by providing subscribers with a reliable, flexible education savings investment option. For more information about Heritage Education Funds and RESPs contact us at 1.800.739.2101 or visit [www.HeritageRESP.com](http://www.HeritageRESP.com).

## About Heritage Education Funds Inc.

Heritage Education Funds Inc. is one of Canada's leading providers of pooled group RESPs (Registered Education Savings Plans) and is the distributor of the Heritage and Impression Plans. Heritage's objective is to encourage parents, grandparents and other interested adults to save for a child's post-secondary education through a planned education savings program.

For more information, please visit [www.HeritageRESP.com](http://www.HeritageRESP.com) or contact:

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## Heritage Recognizes Four Teachers across Canada for their Excellence in Educating our New Generation

*Heritage Education Funds has paid out over \$750 million in Savings and Educational Assistance Payments to Canadian children to pursue their post-secondary education dreams.*

**Toronto, December 7, 2011** — Heritage Educational Foundation is pleased to announce the four outstanding teachers from across Canada who received the Heritage National Excellence Awards for Teachers (NEAT) for their passion of teaching and excellence in educating our next generation. Heritage NEAT Award recipients each received \$5,000 for their impressive work, creativity and inspiring learning in their classrooms and schools (Junior Kindergarten to Grade 6).

"We want to honor these exceptional Canadian teachers for their commitment and dedication in education," says Scott McIndless, Chairman and Director of Heritage Educational Foundation. "By stretching the horizons and raising the expectations of their students, they help them reach their full potential and make a real difference in the future of our country's children".

"The four recipients of the NEAT Award were selected through a rigorous process. The Selection Committee was very impressed by all the nominees' extraordinary commitment to quality teaching and nurturing students intellectually, mentally as well as physically," says Jason Maguire, President and Director of Heritage Education Funds. "We are honored to have this wonderful opportunity to celebrate the many contributions teachers make to student lives."

### The 2011 Heritage NEAT Award winners are:

Ontario	Marg Donio Woodcrest Public School, Thunderbay, ON
Saskatchewan	Brenda Newbigging Lakeridge School, Saskatoon, SK
British Columbia	Sandra Epplett Spring Creek Community School, Whistler, BC
New Brunswick	Michael Land Hillborough Elementary School, Hillsborough, NB

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## Heritage Sponsors the 23<sup>rd</sup> Annual International Dragon Boat Race

**Toronto, June 27, 2011** — Heritage Education Funds Inc. was a proud sponsor of the Families Friendly Corner at the 23<sup>rd</sup> Annual International Dragon Boat Festival. This year the festival was hosted on Toronto's Centre Island June 25th and 26th, Heritage would like to congratulate all of the participants of this year's race and thank all of the fantastic visitors of the festival, which made this year a success.

Heritage proudly supports organizations who seek out family friendly, educational events like the Toronto Chinese Business Association, who organized this extraordinary festival which beautifully demonstrates community spirit, traditions and the true meaning of sportsmanship.

When the festival began in 1989, they began with only 27 participating teams, but this exciting family filled event has grown to include 200 teams and over 5,000 athletes from across Canada, the USA, Caribbean, Europe and Asia.

In true Canadian spirit, with the support from Ontario Ministry of Tourism and Culture, the festival proudly welcomed a new component, the "Pan Am Village" which included a stimulating mix of food and cultural artefacts from the Caribbean and Latin America. The festival also showcased local artist venues and performances.



## About the Heritage Educational Foundation and Heritage Education Funds Inc.

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