

FOR IMMEDIATE RELEASE  
September 16, 2009

**20<sup>th</sup> Annual The Word On The Street Toronto**  
**Sunday, September 27, 2009 - Queen's Park**  
**11:00 a.m. to 6:00 p.m.**  
**Free Admission**  
[www.thewordonthestreet.ca](http://www.thewordonthestreet.ca)

**Stay in the Financial Loop at the Money Matters Tent**

(Toronto) – **The Word On The Street** will host its first tent featuring financial experts, the **Money Matters Tent**, at its 20<sup>th</sup> festival.

If you're contemplating retirement, start the day with expert **Rick Atkinson** as he explores how to live retirement to its fullest! Bay Street veteran **John Stephenson** will offer practical advice on how investors can make money by identifying profitable trends before they are yesterday's news.

For the ladies, **Angela Self** of **The Smart Cookies** will demonstrate how women of all ages can achieve financial security. Then, **John Lawrence Reynolds** of *The Naked Investor* fame will discuss the longstanding effects of the recession on our country.

**Gordon Pape**, Canada's best-known financial expert, will explain the new Tax-Free Savings Account, while **Joseph Heath** will help improve economic literacy and empower the public with new financial ideas from his book, *Filthy Lucre*.

Bestselling author and former Member of Parliament, **Garth Turner**, will cover everything you need to know to deal with the fall-out from the recession and **Pat Foran**, Consumer Reporter for *CFTO News* and Consumer Expert on CTV's *Canada AM*, will share tips and strategies about the money questions and issues he sees most often.

Then, savvy financial industry "outsider" **Gail Bebee** will deliver the knowledge you need to cut through financial industry hype and profitably invest your hard-earned money. Join **Patricia Lovett-Reid**, Senior Vice President with TD Waterhouse Canada Inc and author of *Get Real*, as she outlines ways to achieve authentic success, showing how money, lifestyle and happiness are all part of the same package.

**David Trahair** will close the day with his newest book, *Enough Bull*, explaining how to invest in only 100% safe investments that will *never* decline, how to get out of mutual funds and the stock market forever, and why you should wait until you are over 50 to start your RRSP.



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### **About The Word On The Street**

Every year on the last Sunday of September, in Vancouver, Kitchener, Toronto and Halifax, The Word On The Street unites the country in a national celebration of literacy and the written word. Annually attracting more than 200,000 visitors to its Queen's Park location, The Word On The Street in Toronto is the largest book and magazine festival in Canada. The 2009 edition is set for September 27, 2009.

*Please add this information to your listings. Images are available upon request.*

-30-

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