



News release



March 9, 2009

Albertans recognized for excellence in consumer protection and information

Edmonton... A money management coaching program, a consumer newspaper column, a business referral service, and a program educating youth on financial issues are examples of some of the initiatives recognized this year as part of the Alberta Consumer Champion Awards.

Nine individuals, journalists, businesses and organizations have been presented with awards to recognize their outstanding efforts to help consumers make informed decisions.

“The Alberta Consumer Champion Awards recognize Albertans who have gone above and beyond to ensure a fair marketplace in the province,” said Heather Klimchuk, Minister of Service Alberta. “This year’s award winners are true champions in consumer advocacy, protection and information.”

Six awards of distinction and merit were presented to winners during an awards ceremony in Edmonton on March 9. The awards honour excellence in three categories:

- non-profit organizations;
- industry/trade associations; and
- media.

Also presented at the ceremony were three awards in the new youth category, a poster competition challenging teenagers to raise awareness of consumer issues facing Alberta’s youth.

“This year’s youth poster competition focused on the unique consumer issues facing young people,” Klimchuk said. “It’s important young consumers know their rights and responsibilities when it comes to issues such as negotiating a cell phone contract, buying a first car or renting a first apartment.”

The Alberta Consumer Champion Awards were introduced in 2005 to recognize the efforts of individuals, businesses and organizations that make consumer protection and awareness a priority.

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Attachment: Award recipients

Media inquiries may be directed to:

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To call toll free within Alberta dial 310-0000.

Backgrounder

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2008 Alberta Consumer Champion Award recipients

The following individuals, journalists, associations and organizations were selected to receive Alberta Consumer Champion Awards:

Associations/Non-profit Organizations

- **Award of Distinction:** Better Business Bureau Serving Southern Alberta and East Kootenay - marketplace consumer education program and 24/7 free automated voice response information line.
- **Award of Merit:** Credit Counselling Services of Alberta - “Money Mentors” seminar and one-on-one financial consumer coaching program.

Business/Industry

- **Award of Distinction:** Canadian Bankers Association - “Your Money: Bringing Financial Literacy to Life” - seminar aimed at teens, which covers key financial topics relevant to youths.
- **Award of Distinction:** Real Estate Council of Alberta - “Consumer Tools” - Online and print educational materials to help consumers make decisions about working with real estate industry members and buying and selling real estate.
- **Award of Merit:** Canadian Association of Movers - Certified Canadian Mover TM program provides consumers with referrals to reputable household movers.

Media

- **Award of Merit:** Medicine Hat News - “Ask the Consultant” - column runs in the Medicine Hat News and warns vulnerable consumers of fraudulent classified ads.

Youth Category

- **1st Place Prize** - Karen Hoang - “Identity theft”
- **2nd Place Prize** - Brittany Patricia Russell - “Cell phone contract”
- **3rd Place Prize** - Chelsia Tung - “Buying a car”

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