

CFA Society Edmonton  
PO Box 479, Standard Life Centre, 10405 Jasper Avenue  
Edmonton, AB T5J 3N4

# News Release

FOR IMMEDIATE RELEASE  
May 14, 2018

FOR MORE INFORMATION:  
Jade Marage  
Communications and Events Manager  
403-538-4792  
events@edmontoncfa.ca

**(EDMONTON, AB)** – CFA Society Edmonton will be buying lunch from the CURBSIDE food truck on Wednesday, May 16, 2018.

In celebration of Putting Investors First month, CFA Society Edmonton will be buying lunch for the first 100 visitors to the CURBSIDE food truck on 108 Street & 99 Avenue beginning at 11:30am.

The Putting Investors First Campaign is a global initiative created to encourage financial professionals to place the interests of investors above their own and build awareness of the fiduciary duty to protect investor interests. The event is presented by CFA Institute, the global association of investment professionals that sets the standard for professional excellence and credentials. Putting Investors First features a series of events and outreach throughout the campaign, hosted by hundreds of CFA Institute members and many of the organization's 151 member societies worldwide. Putting Investors First is part of the Future of Finance project, a long-term global effort to shape a trustworthy, forward thinking investment profession that better serves society.

Leveraging our global network of CFA Institute members, we are uniquely positioned to help shape a more trustworthy, forward-thinking investment profession that better serves society. The Future of Finance works with a distinguished advisory council and a content council of industry leaders who provide input for projects and share our ideas throughout the investment community.

Our goal is to motivate and empower the world of finance to become an environment where investor interests come first, markets function at their best, and economies grow. Our Future of Finance work focuses on opportunities for change.

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# Fact Sheet

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## Putting Investors First

- What:** Celebrating Putting Investors First with lunch
- Who:** CFA Society Edmonton
- Where:** 108 Street & 99 Avenue
- When:** Wednesday, May 16, 2018 | 11:30AM
- Why:** To celebrate Putting Investors First month and the Future of Finance

### Media attendance is welcome. Please contact:

**Jade Marage** | Communications and Events Manager  
**CFA Society Edmonton** | PO Box 479 | Standard Life Centre | 10405 Jasper Avenue  
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