



For immediate release - Central Okanagan

Launch Okanagan breakfast features Nancy Phillips

Local financial services community gathers this November for Financial Literacy Month

October 24, 2023 (Kelowna, BC) – Launch Okanagan welcomes financial life skills advocate and author, Nancy Phillips, on November 7, 2023 as the keynote speaker at their 2nd annual breakfast fundraiser.

The Launch Okanagan Breakfast, presented by TD Bank Group, will host hundreds of local business and financial services community members gathering at the Coast Capri Hotel to celebrate Financial Literacy Month and support financial literacy programs in our region.

Nancy is the award-winning author of Wela Way Financial Life Skills resources - accredited by the Financial Consumer Agency of Canada and FINRA in the U.S. She is an international business consultant and has been featured in the Globe and Mail and over 70 radio shows. Her presentation experience includes speaking live for Raymond James U.S., Mindvalley University, Canada Life Insurance and more.

“The majority of Canadians are now experiencing financial challenges and stress,” says Nancy Phillips. “It has never been more important to discuss the human factors involved and provide solutions for daily life so this vicious cycle doesn’t continue in our community and country. This is what we’re going to talk about November 7th.”

This year’s event will feature a unique mix and mingle breakfast reception sponsored by the CFA Society Okanagan. The fundraiser includes an online 50/50 raffle and topical presentations with all proceeds supporting the maintenance and expansion of Launch Okanagan programs in our community.

Last year, Launch Okanagan delivered 37 programs and collaborated with 20 local program partners enabling 695 participants to take part free of charge. This year, they expanded their services to offer one hour community workshops to complement the financial education programs. The majority of participants are youth, single moms and dads, families, and other individuals who develop crucial money management and budgeting skills allowing them to prepare and plan for a more resilient financial future for their families.

Tickets and tables are nearly sold out. Get your breakfast and 50/50 tickets at: <http://launchbreakfast.ca>

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About Launch Okanagan:

For over 14 years, Launch Okanagan has been transforming lives by educating and empowering people in our community with the tools they need to attain financial security and build financial resilience. Our focus is on providing financial education and helping individuals develop money management skills that launch them towards a brighter future.

Nancy Phillips and Jennifer Robins are available for media interviews to discuss the Launch Okanagan event and significance of Financial Literacy Month.

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**Media contacts:**

Jennifer Robins, Executive Director

Launch Okanagan

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OR:

Nancy Phillips

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Event info:**Event details:**

What: Launch Okanagan breakfast fundraiser - <http://launchbreakfast.ca>

Where: Coast Capri Hotel

When: Tuesday, November 7 from 7 a.m. - 9 a.m.

Why: November is Financial Literacy Month; raise vital funds to continue financial education programs.

Media Partners:

AM1150

Castanet

Global Okanagan

MOVE 101.5

Emcee: Travis Lowe, Global Okanagan "Money Tips Monday" Host

Presented by: TD Bank Group

Resources:

Launch Okanagan breakfast fundraiser: <http://launchbreakfast.ca>

Launch Okanagan: <http://launchokanagan.ca>

Financial Literacy Month 2023 - Financial Consumer Agency of Canada:

<https://www.canada.ca/en/financial-consumer-agency/campaigns/financial-literacy-month/about.html>

Social media:

- Facebook: <https://facebook.com/launchokanagan>
- Instagram: <https://www.instagram.com/launch.okanagan/>
- LinkedIn: <https://www.linkedin.com/company/launchokanagan/>
- Hashtags: #flm2023 #launchokanagan #financialliteracy #financialfoundations #skillsforlife
- **Financial Literacy Month** - Financial Consumer Agency of Canada
<https://www.facebook.com/FCACan/> #flm20223

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