

SURNAME		FIRST NAME	
ADDRESS: STREET			
CITY		PROVINCE	POSTAL CODE
AGE	EMPLOYMENT STATUS		
OCCUPATION <i>Model</i>			
NET WORTH		RRSP	
DESCRIPTION: HAIR	SPOUSE		
HOBBIES			
DATE	SIGNATURE		



Foresters T-Shirts:

Another way we demonstrated that “Life Doesn’t Fit into Boxes” was by having real people, like those that appeared in the ads, live at community events wearing these t-shirts. The ‘models’ handed out information about Foresters and answered questions about Foresters unique approach to financial planning.