



MACKENZIE FINANCIAL – PRESS KIT

TWO EQUALLY DELICIOUS BOTTLES OF WINE – ONE EXPENSIVE AND ONE NOT-SO-EXPENSIVE – WERE PLACED IN THE BURN RATE PRESS KITS. HOWEVER, WE DIDN'T SAY WHICH WAS WHICH. THIS WAS A SIMPLE AND ENJOYABLE WAY TO ILLUSTRATE THE BURN RATE CONCEPT TO MEMBERS OF THE MEDIA: YOU DON'T ALWAYS NEED TO SACRIFICE THE GOOD THINGS IN LIFE TO SAVE MONEY FOR THE FUTURE.

WE ALSO INCLUDED THE RESULTS OF OUR NATIONAL SURVEY THAT REVEALED IT TAKES THE AVERAGE CANADIAN FOUR DAYS TO BURN THROUGH \$100 IN SPENDING MONEY. MEDIA OUTLETS ALL ACROSS CANADA PICKED UP OUR SURVEY, WHICH HELPED MAKE BURN RATE A HOT TOPIC IN THE PRESS AND AT THE DINNER TABLE.