# News release template

## [Insert headline]

*[Insert subhead]*

## Headline/subhead examples:

**Where do you want to be when you retire?**

## *[Organization] encourages you to think about your [future / workplace pension] this Pension Awareness Day*

**New poll suggests [insert findings from a recent poll your organization commissioned]**

*[Insert a call to action to address the poll finding]*

**It’s never too early—or too late—to start planning**

*[Organization] has [new / the] [retirement / pension] tools and resources to help you*

**[Insert City, Province – Date]** – This year marks the third annual Pension Awareness Day, an initiative started by Ontario’s financial services regulator in 2023 to raise awareness about the value of pension savings, the many benefits a workplace pension plan offers, and the need to develop a retirement plan as early as possible. This year brings together organizations from across Canada to engage in conversations and educate on how pensions play a vital role in securing a stable financial future.

[Insert organization name] is marking this Pension Awareness Day on February 20th by [insert what you are doing, for example, releasing new data, a report or tool or educating on pensions].

[Insert quote from your organization’s spokesperson. For example, “Retirement may seem far away, until it’s not. It’s never too early – or late - to start planning,” said insert full name, job title, organization name. “This day is the perfect opportunity to reflect on your retirement planning, stay informed, and take the necessary steps to achieve a more secure financial future for you and your family. At [insert organization,] we are here to help by offering resources to assist you in reaching your retirement goals.”]

Contributing to a workplace pension plan is one of the best ways to grow your hard-earned money so you can fully enjoy life after work. If you are an employee, whether new or existing, who hasn’t enrolled in your company pension plan yet, ask your employer about the options available to you.

[Insert tips. For example, Here are some tips to make the most of your pension plan:

* Start early: The earlier you start, the more time your money has to grow. Even small amounts can grow into significant savings over time.
* Make the most of your pension contributions: Your regular paycheque deductions can help you maintain a disciplined savings schedule.
* Don’t leave money on the table: If your employer offers matching contributions, make sure you’re contributing enough to take full advantage of that free money.
* Review your investment strategy: Regularly review your investments to ensure they stay aligned with your risk tolerance and retirement goals.
* Increase contributions over time: As your salary increases, consider increasing the percentage you contribute to your DC pension plan.]

Learn more [insert call to action and link to your organization’s tools, resources, webpage or FSRA campaign landing page].

## About [insert organization name]

[Insert organization boilerplate – a brief paragraph that provides background info on your organization].

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## For media inquiries:

[Insert contact full name]

[Insert contact job title]

[Insert organization name]

[Insert contact phone number]

[Insert contact email address]