



SOCIAL INVESTMENT ORGANIZATION

The Canadian Association for Socially Responsible Investment

For immediate release

**NEW GUIDE FROM THE SOCIAL INVESTMENT ORGANIZATION HELPS
CANADIANS ALIGN VALUES WITH RRSPs YEAR-ROUND**

Toronto, ON – February 25, 2010 – The Social Investment Organization (SIO) is pleased to announce the 2010 publication of *Your Guide to Socially Responsible Mutual Fund Companies in Canada*.

This is a new reference tool for investment advisors and investors. All of the firms listed in the directory are members of the SIO and have a strong interest in the principles of socially responsible investing.

“The Guide offers an accessible overview of each company’s profile, SRI products and services and investment philosophy,” said Eugene Ellmen, Executive Director of the Social Investment Organization. “Investors can also research company websites, where additional information will be found.”

Socially responsible investing is the process of selecting or managing investments according to social or environmental criteria. In the 2008 review of socially responsible investing in Canada, the SIO found that there was more than \$609 billion invested under socially responsible investment guidelines.

The performance of socially responsible investments remains competitive. As an example, between the beginning of 2000 and the end of 2009, the Jantzi Social Index produced an annual return of 5.68 per cent, compared with a 5.61 per cent gain for the S&P/TSX Composite and a 5.55 per cent return for the S&P/TSX 60.

"This new reference tool will enable investors to research SRI mutual fund companies and put them in a better position to discuss SRI options when they meet with their advisors to plan out their RRSP contributions for the next year," said Ellmen.

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The Social Investment Organization is a national membership-based organization that includes financial institutions, investment firms, financial advisors and various organizations and individuals interested in socially responsible investing. The SIO's mandate is to promote the practice of socially responsible investment in Canada.

Your Guide to Socially Responsible Mutual Fund Companies in Canada 2010 is available on the SIO website at: <http://www.socialinvestment.ca/documents/SIOMutualFundDirectory2010.pdf>

The *Canadian Socially Responsible Investment Review* is available at: <http://www.socialinvestment.ca/documents/caReview2008.pdf>

To read more about the benefits of year-round RRSP contributions, go to: <http://www.advocis.ca/content/consumers/RRSP-year.html>

To learn more about the Jantzi Social Index, go to: <http://www.jantziresearch.com>

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