



For further information, contact:

*Karen Bjerland
President & CEO
Bus: 519-886-4617 ext. 240
Cell: 519-404-2896
kbjerland@faithlifefinancial.ca*

*www.faithlifefinancial.ca
facebook.com/faithlifefinancial
Twitter.com/faithlifefin*

News Release

For immediate release

FaithLife Financial sends aid to Japan for earthquake tsunami relief

WATERLOO, ONTARIO – **FaithLife Financial has responded to the massive devastation in northeast Japan with a \$10,000 commitment**, half of which has been sent to Canadian Lutheran World Relief (1.800.661.2597 www.clwr.org) and half to World Vision Canada (1.866.595.5550 www.worldvision.ca).

With 3,000 deaths and rising, thousands of people unaccounted for and over 450,000 people living in shelters, the situation in the region is desperate. Rescuers report that some victims have been exposed to cold weather and water, in some cases for days. Conditions are expected to worsen, with temperatures forecast to drop below freezing by Wednesday across portions of the earthquake zone, accompanied by snow, heavy rain and the threat of mudslides.

“One thing we can all do is pray, but the Japanese people need our monetary gifts as well,” says Karen Bjerland, FaithLife Financial’s President and Chief Executive Officer. “Our thoughts are with the people of Japan and we pray that our contribution, combined with other international aid, will help in these difficult times. We would challenge every Canadian to do whatever they can.”

About FaithLife Financial

FaithLife Financial is a Christian, not-for-profit, member-based financial services organization that provides insurance and investment solutions to more than 33,000 members in Canada. It administers assets of \$606 million and has over \$2.3 billion of in-force insurance as of December 31, 2010. The organization reinvests a portion of its earnings in programs that support members, their congregations and communities, as well as people in need worldwide. Its mission is to help Canadian Christians protect their financial future, live their Christian values and build a better world.

*www.faithlifefinancial.ca
Facebook.com/faithlifefinancial
Twitter.com/faithlifefin*

March 14, 2011