

**Agenda Item 6(n)**  
**April 12/22 Board Meeting**

**SUMMARY OF CAFII MEDIA ACHIEVEMENTS FOR 2021**

**News Releases issued: 3**

March 11 - **CAFII Releases New Video that Explains How Credit Protection Insurance Works for Critical Illness and Disability**

June 17 - **Pandemic has changed the way Canadians conduct financial transactions, and for some the change will be permanent**

July 8 - **CAFII welcomes Canadian Tire Bank as a new member**

**Media coverage of CAFII: 6**

June 18 – Mortgage Broker News: **How comfortable are Canadians with conducting financial transactions online?**

June 18 – Retail Banker International: **Covid accelerates Canadians digital drive: CAFII**

June 18 – Insurance Business Canada: **How has COVID changed how credit protection insurance customers purchase coverage?**

June 19 – RBI website video interview: **CAFII executive discusses new study with Retail Banker International**

June 22 – Onside Media newsletter: **Pandemic has changed the way Canadians conduct financial transactions, and for some the change will be permanent**

June 29 – Blockchain Internet Radio: **Keith Martin talks about CAFII study on Blockchain Radio**

**Insight Blogs: 5**

May 4 - **New video helps explain insurance products**

May 25 - **What types of insurance should homebuyers consider?**

June 17 - **Canadians embrace fintech & insurance during pandemic**

September 17 - **Travel insurance more important than ever**

November 15 - **Consumer education remains a top priority for CAFII**

**Website videos: 3**

June – **Pollara research on effect of pandemic on how Canadians wish to conduct bank and insurance transactions**

March, 2022 – **Job Loss Insurance (drafted and approved in 2021 but still in production)**

March, 2022 – **Consumer protection tips (drafted and approved in 2021 but still in production)**