



**PRESS RELEASE**



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## **CIMBL launches first ever national television campaign to support AMP designation**

**TORONTO, Ontario, September 19, 2006** — The Canadian Institute of Mortgage Brokers and Lenders (CIMBL) has begun airing 30 second English Creative, and 30 second French Creative ads, nationally on CBC Newsworld, CTV Newsnet, Comedy Network and RDI to encourage consumers to use an accredited mortgage professional (AMP) when securing a mortgage.

The AMP designation was created by CIMBL two years ago as part of an ongoing effort to increase the level of professionalism in Canada's mortgage industry through the development of educational and ethical standards. The AMP designation sets a single national proficiency standard for Canada's mortgage professionals. Today, there are over 3,000 mortgage professionals across Canada who have the AMP designation.

A national survey of Canadians conducted by Pollara Research in the fall of 2005 showed that 75 per cent of Canadians supported the development of a national certification program for mortgage providers, while 80 per cent of Canadians thought it was important to use the services of an accredited mortgage professional over a non-accredited mortgage provider.

Placements have been secured in properties including The National, Fifth Estate, BBC World News, Passionate Eye, and Venture on CBC Newsworld, CTV National News on CTV Newsnet and Everybody Loves Raymond, Comedy Night in Canada, and Corner Gas on the Comedy Channel. French is airing in Prime Time and throughout RDI's schedule on a rotating basis.

The campaign airs for a 12 week period September 18 to December 10, 2006. The commercial promotes the benefits of using a mortgage professional with an AMP designation. The ads are also posted on the CIMBL website at [www.cimbl.ca](http://www.cimbl.ca)

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