

**Minister Toews, provinces have been asking for the authority to regulate payday lending – we need to give it to them.  
Amend s. 347 of the Criminal Code.**

The Honourable Vic Toews, PC, MP  
Minister of Justice and Attorney General of Canada  
House of Commons  
Ottawa, ON  
K0A 0A6



**Minister Toews – we need you to regulate the payday loan industry.**

Members of the Canadian Payday Loan Association (CPLA) are in Ottawa this week meeting with government and opposition members to tell them why consumer protection measures for the industry are needed.

There are almost 2 million Canadians who use a payday loan every year – borrowing about \$1.7 billion.

This is one important segment of Canada's financial services industry that is not regulated.

Today, 1350 payday loan stores operate in Canada – however only 850 follow our Association's voluntary code of conduct.

CPLA's *Code of Best Business Practices* is the toughest industry-imposed consumer protection standard in the world.

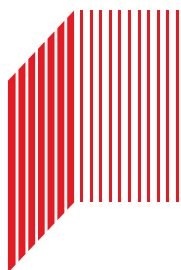
We're doing everything we can to protect consumers when they get a payday loan. But it isn't enough because fully one-third of the industry doesn't play by the rules.

British Columbia, Alberta, Manitoba, New Brunswick and Nova Scotia have specifically asked for the authority to regulate our industry and have called on your government to act quickly.

On behalf of our members – and the millions of Canadians we serve – we need strong and quick action to allow provinces to regulate the payday loan industry. It's a matter of protecting Canadians. We urge you to amend s. 347 of the *Criminal Code*.



Michael J.L. Thompson, President  
Canadian Payday Loan Association



Canadian Payday  
Loan Association  
Association canadienne  
des prêteurs sur salaire

**The Canadian Payday Loan Association  
endorses industry regulation**

[www.cpla-acps.ca](http://www.cpla-acps.ca)