



## Pamela George, AFCC, AFCPE

***Financial literacy expert. Accredited Financial Counsellor. Advocate for women's financial empowerment. Corporate educator. Frequent media source. Author.***

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Throughout her career, Pamela George has been steadfastly committed to one overarching goal:

***To educate and empower women, so they may regain control of their finances and start living the life they want.***

In her own words: "There is no shame in needing help to get your financial house in order, and not knowing how. That's where I come in, and sometimes we can see the benefits almost immediately"

We all know that changing the cycle of poverty and lack within a family, particularly over many generations, is one of the most difficult challenges a person can face. Pamela George not only did that, but she now advises highly successful women on how to address some of their own financial challenges, through no fault of their own. This helps them regain control of their entire lives because stress over money permeates everything.

As a frequent radio guest and public speaker, Pamela is a leader in providing tools to women and is a unique talent in this space. As a woman who clawed her way out of poverty, and was raised by an illiterate mother, she now teaches financial literacy, proving anything is truly possible.

Originally from Trinidad and Tobago, Pamela herself grew up in a family with ever-increasing money problems, including homelessness. Having successfully taken control of her own finances and breaking a cycle of poverty that affected four generations of her family, she deeply understands the emotional side of money—and is therefore able to bring a balance of empathy as well as practical money skills to her work.

Pamela is also the author of *Three Little Piggy Banks*, a children's storybook that promotes financial literacy. Available on Amazon and DC-Canada.com, her book has been recognized by Credit Counselling Canada as one of the "top five best books for teaching kids about money."