

SUN LIFE FINANCIAL INC  
Form 6-K  
March 04, 2010

**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**  
**FORM 6-K**  
**Report of Foreign Private Issuer**  
**Pursuant to Rule 13a-16 or 15d-16**  
**of the Securities Exchange Act of 1934**

**For the month of March 2010**

Commission File Number: **001-15014**

**SUN LIFE FINANCIAL INC.**  
(the Company )

*(Translation of registrant's name into English)*  
**150 King Street West, Toronto, Ontario, M5H 1J9**

*(Address of principal executive offices)*

[Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.]

Form 20-F  Form 40-F

[Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.]

Yes  No

If  Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

N/A

Exhibit

99.1

Notice of Record Date

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**SIGNATURE**

Pursuant to the requirement of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

*Sun Life Financial Inc.*

(Registrant)

Date: March 4, 2010

By: /s/ *Thomas A. Bogart*

Thomas A. Bogart,

Executive Vice-President and General

Counsel