

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



ESTATE PLANNING AND WILLS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

From young parents to wealthy retirees, Canadians face the challenges of estate planning during all stages of their lives. The subject of protecting loved ones in case of disability or death may be difficult to broach, but it is an important step towards eliminating uncertainties and tough decisions that can come along with major life events. Estate planning, which should start as soon as measurable assets are in place, is an ongoing process that has to reflect changing goals and circumstances.

	GOING LIVE IN PRINT AND ONLINE: NOVEMBER 6, 2017	GET INVOLVED BY: SEPTEMBER 25, 2017	MATERIALS DUE: OCTOBER 30, 2017
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Proposed editorial highlights:

AN UP-TO-DATE WILL. We ask the experts about the importance of having – and regularly updating – a will.

ADVICE. Whether estate planning is complicated or straightforward, the right advice can bring peace of mind to all involved.

LIFE INSURANCE. We highlight the role of life insurance as an estate-planning tool.

LEGACY GIVING. Philanthropy can be an important part of estate planning, how can Canadians maximize their charitable and legacy giving?

TECHNOLOGY. How are technology and digital innovation shaping the estate planning process?

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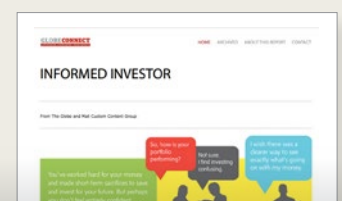
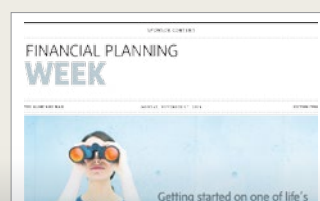
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See page 2 for details...

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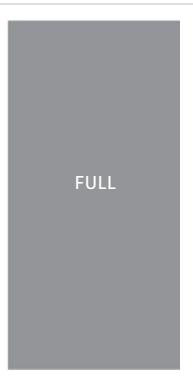
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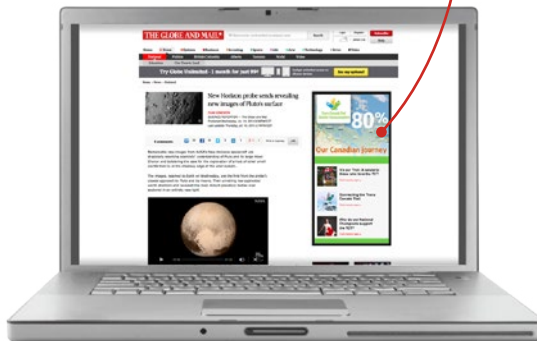


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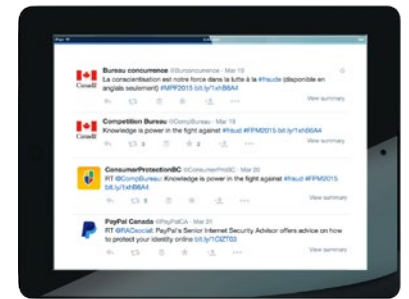
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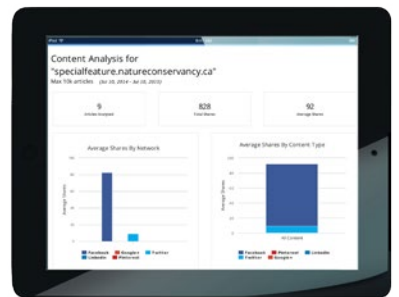
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