

FOR IMMEDIATE RELEASE

November 10, 2009

**Announcing the Formation of the Philanthropic Alliance Group**

TORONTO – The principals of Legacy Leaders Inc. wish to announce the formation of a new company serving the not-for-profit sector – the Philanthropic Alliance Group.

The mission of the Philanthropic Alliance Group is to fully develop a new program offering free wills for a one month period to the Canadian public in targeted cities. This program, sponsored by charitable organizations, will provide a new source of untapped, deferred funding for participating charities.

Legacy Leaders is the oldest, most successful planned giving company in Canada and is very excited about this new initiative. Legacy will bring its fundraising expertise and best project management practices and discipline to this new endeavour.

The Philanthropic Alliance Group will be issuing a series of press releases and conducting webinars over the next several months to fully explain this unique, new program to the Canadian planned giving sector.

For more information about the Philanthropic Alliance Group, visit [www.philanthropicalliance.com](http://www.philanthropicalliance.com).

Stay tuned!

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