

FOR IMMEDIATE RELEASE

January 5, 2010

Announcing the Free Wills Cities Coast to Coast and Webinars Dates

TORONTO – The Philanthropic Alliance Group is pleased to announce that it will be forming alliances in 16 major Canadian cities to run sequentially throughout 2010. The cities are: ***Saint John, Halifax, Ottawa, Hamilton, London, Peterborough, Barrie, Kitchener-Waterloo, Windsor, Winnipeg, Saskatoon, Edmonton, Calgary, Vancouver and Victoria.***

Other large cities will be added to the list if the demand warrants. The Philanthropic Alliance Group is ready to form alliances in these cities immediately.

The mission of the Philanthropic Alliance Group is to fully develop a new planned giving 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 each participating charity.

The first Free Wills Program will run in April 2010. Organizations that agree to multiple Programs will have the right to withdraw from future alliances if the expected results in the earlier Program(s) are not realized.

This is an exciting time for planned giving in Canada. The Philanthropic Alliance Group strongly believes that this unique Free Wills Program should be available nationally for many organizations. We will work with charities across Canada to create this exciting new source of fundraising revenue.

Webinars about the Free Wills Program will be taking place on January 12th and 14th at 1 pm EST. To sign up for a no-cost, no-obligation webinar contact gchialtas@philanthropicalliance.com and please include which date you are able to attend.

For more information about the Philanthropic Alliance Group, visit www.philanthropicalliance.com.

Contact:

Greg Chialtas, Marketing Relations
gchialtas@philanthropicalliance.com

(416) 368-1071

1-877-674-3453