

## For Immediate Release

Northern Credit Union partners with Willful to offer affordable online wills and estate planning to members.

(Sault Ste. Marie - June 12, 2023) - Northern Credit Union announced today a new partnership that will provide its members the opportunity to create legally-sound, affordable end-of-life plans.

The Willful online estate planning solution will be provided by Northern Credit Union as a benefit to its members who will receive an exclusive discount to create wills.

"We believe in empowering people with the knowledge and tools to secure their legacies and provide for generations to come," said Liisa Woolley, Senior Vice President of Member Experience at Northern Credit Union. "Willful makes creating a will easy and convenient and this partnership ensures that our members can access a seamless platform and compassionate guidance to create a personalized and legally sound will."

Last will and testaments ensure end-of-life wishes will be legally upheld and that their loved ones will not carry the burden of allocating their assets. Yet, according to a 2023 Angus Reid survey, 69 per cent of people between the ages of 35 to 44 don't have a will, followed by 49 per cent of Canadians between 45 and 54. Even 34 per cent of people between 55 and 64 don't have a will set up.

Willful is Canada's leading online will platform, trusted by over 150,000 Canadians. The service enables users to create and register wills with the Canada Will Registry, create power of attorney documents, choose funeral and burial arrangements, and easily update estate plans without the need for an expensive lawyer.

Northern Credit Union members can access their exclusive discount and learn more about Willful services at [www.northerncu.com](http://www.northerncu.com).

### **About Northern Credit Union**

Northern Credit Union is a full-service, locally operated financial institution, offering personal and commercial products and services and financial planning expertise to more than 75,000 member shareholders. Serving 28 Ontario communities, Northern is committed to educating members about financial literacy and providing the tools to help members achieve their financial goals.

### **About Willful**

Willful makes it affordable, convenient, and easy for Canadians to create a legal will and other estate planning documents online. Willful's platform was developed in collaboration with leading estate lawyers and has pricing plans starting at \$99. Willful is based in Toronto, and it is currently available to residents of Ontario, Quebec, British Columbia, Saskatchewan, Alberta, Nova Scotia, New Brunswick, and Manitoba. Since launching in 2017, Willful has helped Canadians create over 150,000 documents.

### **For media inquires, contact:**

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