



An Online Resource for  
Widows, Widowers and their Loved Ones

**FOR IMMEDIATE RELEASE**

## Help for the recently widowed.

### Widowed.ca links understanding with expertise.

**MISSISSAUGA, ON – June 22, 2011** – Anyone who's experienced the loss of a spouse/partner knows how painful it can be.

Facing the future alone can be fraught with fear and emotion and filled with numerous challenges and questions. ...Do I sell the house? ...What benefits am I entitled to? ...How do I cancel a passport? ...Who best to take care of my taxes? Widowed.ca has the answers.

Widowed.ca is a free online resource for widows, widowers and their loved ones and provides an easy, convenient place to connect to key information and helpful resources.

The site was developed as a compassionate and caring response to financial advisor and site founder, Jennifer Black's experiences with loss. "Seeing how challenging it was for friends and clients to be in control at such an emotional time, I looked for a way to help. It's an enormous transition, and it's often difficult for them to make decisions due to fear of making mistakes."

Widowed.ca looks to alleviate many of those fears. And, providing online access to trusted, compassionate, professional service providers is a key component to the site.

***"I listed my company on Widowed.ca in December 2010 to be available to provide my business evaluation expertise to executors and families that own businesses to assist in valuing a deceased taxpayer's financial interest in a company. I am very gratified to have received a number of referrals from my listing on this web site and have the opportunity to provide my service to the people looking after estates." - Douglas L. Craig, Principal - Equity Trends Inc., Toronto, Ontario.***

"It's about understanding and expertise," says Black. "Working together, I'm confident that we can provide the support and guidance that widows and widowers need in making the transition to a new chapter in their lives."

Discover Canada's first and only online resource site solely dedicated to supporting the needs of widows, widowers, and their loved ones today - Widowed.ca.

**About Widowed.ca:** *Supportive, practical, and convenient - Widowed.ca is Canada's free online resource for widows, widowers, and their loved ones, providing key information on government benefits, grief support, professional services and other assistance in coping with the loss of a spouse/partner – [www.widowed.ca](http://www.widowed.ca).*

###

For further information or media inquiries, please contact:

Lorne Simon  
President/ Chief of PR  
Michael Communications PR Group  
T: 416.785.5037 / C: 416.560.6441  
[lorne@mcpgroup.com](mailto:lorne@mcpgroup.com)

Jennifer Black  
Founder  
Widowed.ca  
T: 416.623.5091  
[jennifer@widowed.ca](mailto:jennifer@widowed.ca)

**Widowed.ca is a division of BACC 'N BLACK CORP.**  
714 Burnhamthorpe Rd. E., Mississauga, ON L4Y 2X3  
1-866-416-1021 [info@widowed.ca](mailto:info@widowed.ca)