

Read about the Elder Planning Counselor Designation in the National Post



October 30, 2003

Re: And Debt Shall Have Dominion, Oct. 29.

The **Canadian Initiative for Elder Planning Studies** concurs with your reporter that elders in our society are being forced from the agony of sometimes living beyond their means to the horrors of living beyond their money.

We educate professionals, who practices include elders, to the reality that elders live often with concern and sometimes in desperation. The issues facing the fastest-growing segment of our population are similar to any other segment, with the exception that elders face a deadline (pun intended) and therefore experience urgency and anxiety that younger people usually do not face. Our designation, **Elder Planning Counselor** (EPC) is granted to financial planners, accountants, social workers, caregivers and others. Our graduates are those whose desire to assist their elder clients motivates them to educate themselves on elder issues. We are aware of the problems that elders face; we can offer all of them hope, in that we have access to the solutions that will enable mom and dad to live in dignity.

To those children of elders in need of help, or to those elders who fear the future, we encourage you to contact an **Elder Planning Counselor** in your community or through our Web site at www.cieps.com.

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This is a good article to distribute to your clientele so that they know of your professional interest in their well being!

With our compliments

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