



FOR IMMEDIATE RELEASE

Gentreo Unveils Essential Employee Initiative: Offers Estate Planning Services for Workers on Front Lines of Coronavirus Crisis

Doctors, Nurses, First Responders, Grocery Workers and Others to Receive Significantly Reduced Pricing for Legally Binding Wills and Medical Directives

BOSTON, MA April 7, 2020 — It's no surprise that during this pandemic, many individuals are becoming proactive about making sure their legal affairs are in order; especially those on the front lines. In an ongoing effort to help the workers doing the most to combat the COVID-19 outbreak, [Gentreo](#) - providers of a simple, secure and affordable online estate planning platform - today announced the launch of its "[Essential Employee Initiative](#)". The program, which waves nearly 80 percent of the cost, enables essential workers to establish legally binding wills, trusts, medical directives and powers of attorney electronically. Individuals wishing to sign up for the Essential Employee Initiative can visit www.Gentreo.com.

"In an effort to protect those who protect us we are making estate planning services accessible to them in this time of need," said Renee Fry, CEO and co-founder of Gentreo. "This health crisis underscores the urgent need for crucial family planning, even for those who are young and healthy. We appreciate the incredible work and dedication of those on the front lines, and we hope by offering this service at our cost it will demonstrate our gratitude and make their lives just a tiny bit easier."

During a pandemic, we all are reminded of our own mortality and of the need to have a plan in place. Estate and family planning documents must be legally valid and must cover what may come in life and after death. However, estate plans historically have required witnesses and notaries to be present with the individual signing the documents; something that is not possible in today's social distancing environment. Using Gentreo's online platform, individuals can create, access and share them securely with those that need it when life events occur.

About Gentreo™: Founded in 2018, Gentreo™ is an online estate planning platform that makes estate planning affordable and accessible to all. Based in Boston, Gentreo was created by sisters Renee and Julie Fry with the mission of helping families protect what matters most to them. Through Gentreo, users can create state-specific documents, and securely store and share their documents. From designating a health care proxy or power of attorney (including pet power of attorney), to creating a will or a trust, the cost of services is a fraction of working with an attorney. Gentreo is not a law firm or a substitute for a law firm or attorney or an attorney's advice or recommendations. For more information, visit www.gentreo.com, or connect with Gentreo on Twitter (@gentreo), Facebook (Gentreo) and LinkedIn (Gentreo).

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