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For Immediate Release

# Media Release

## **NYS FUNERAL DIRECTORS ASSOCIATION LAUNCHES STATEWIDE PREPLANNING EDUCATION CAMPAIGN**

*Goal is to Increase Awareness of Funeral Preplanning*

**(Albany, NY: March 7, 2008)** – The New York State Funeral Directors Association (NYSFDA), a statewide trade organization comprised of more than 900 funeral homes and 3500 licensed funeral directors, is launching a statewide “awareness campaign” to inform consumers about the benefits of preplanning a funeral. The campaign, which commences on March 24, is the first-ever of its kind in the State. Three separate radio spots feature testimonials from “real-life” people who have lost family members that chose to preplan their own funerals.

“Preplanning” allows a consumer the option of working with the funeral home of their choice to arrange the details of their own funeral prior to their passing. Consumers also have the option to pre-pay the costs of the type of funeral they have selected. Preplanning occurs well before the time that a family is overcome with emotional grief following the death of their loved one. In this way, they are spared from making difficult funeral decisions and dealing with monetary considerations after the death occurs. In addition, survivors can take comfort in knowing that the funeral will take place just as their relative had wanted.

Bonnie McCullough, NYSFDA Executive Director, states, “We are launching this campaign because there has never been a more important time to educate consumers throughout New York State about funeral preplanning. NYSFDA members are extremely professional and stand ready to assist their fellow community members by providing valuable preplanning information as well as clearing-up any confusion about the safety and many benefits of preplanning.”

As part of the campaign, NYSFDA has established a special toll-free “hotline” (1-866-644-PLAN) for consumers to obtain a free informational brochure about funeral preplanning. The brochure includes a “consumer checklist” to assist consumers considering preplanning as well as a list of Association members located in their individual communities. (The brochure may also be downloaded via the Association’s website at [www.nysfda.org](http://www.nysfda.org).)

New York State features the strongest laws in the nation when it comes to safeguarding and protecting the funds consumers have set aside to pay for their own funeral and burial costs. These legal protections guarantee that a consumer may transfer their arrangements and funds to any other funeral home, and even to another state. All funds are under the control and direction of the consumer.

The educational campaign is directed at members of the so-called “baby boomer” generation. It is these individuals who are most likely to be serving as caregivers for their parents or other aging relatives. The radio spots will air in all 62 counties of New York State.

Founded in 1889, the Albany-based NYSFDA is the oldest state trade association of funeral directors in the country.

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