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### **ICCF A Names 2016 “Keeping It Personal” Award Winners**

**STERLING, VA (March 9, 2017)**—The **International Cemetery, Cremation and Funeral Association (ICCF A)** has named its 2016 KIP (Keeping It Personal) Award winners, recognizing the best in personalization in the cemetery and funeral service profession.

Created by the ICCFA Personalization Committee, the KIP program honors recipients in five categories: Most Personalized Service/Memorial; Best Practices/Personal Touch; Events; Innovative Personalized Product (suppliers only); and Most Personalized Pet Service/Memorial.

This year’s contest attracted 55 entries from the United States, Canada and Ireland. Communications and marketing professionals from outside the cemetery and funeral service profession performed the judging.

Information on the winners is available on the ICCFA website at [www.iccfa.com/kip](http://www.iccfa.com/kip). Applications for the 2017 KIP Awards will be available this spring. ICCFA congratulates the winners and all who entered the 2016 KIP Awards.

The winners are as follows:

#### **MOST PERSONALIZED SERVICE OR MEMORIAL**

*First Place and Grand Prize Winner*

**Manasota Memorial Park and Funeral Home: Live, Laugh, Love... Don’t Panic Memorial for Patricia**  
**Bradenton, Florida**

*Honorable Mention*

**Evergreen Washelli: Remembering Chase**  
**Seattle, Washington**

#### **BEST PRACTICE/PERSONAL TOUCH**

*First Place*

**Clock Funeral Home: Infant Loss Program**  
**Muskegon, Michigan**

**EVENTS**

***First Place***

**Sunset Memorial Park/French Funerals-Cremations: Green Army Man-themed Memorial Day Celebration**  
**Albuquerque, New Mexico**

***Honorable Mention***

**White Chapel Memorial Park Cemetery: Patriots Race**  
**Troy, Michigan**

**INNOVATIVE/PERSONALIZED PRODUCT (SUPPLIERS)**

***First Place***

**PlotBox: PlotBox multi-side platform**  
**Portglenone, Antrim**

***Honorable Mention***

**WebCemeteries.com: Timeline of a Lifetime**  
**Virginville, Pennsylvania**

**MOST PERSONALIZED PET SERVICE OR MEMORIAL**

***First Place***

**Memorial Pet Services, Inc.: K-9 Officer Hardy Memorial**  
**Middleton, Wisconsin**

***Honorable Mention***

**Paws To Angels Pet Loss Center & Services: Remembering Gracie**  
**Omaha, Nebraska**

2016's grand prize winner Manasota Memorial Park and Funeral Home receives a free registration to the 2017 ICCFA Annual Convention & Exposition, April 5-8, at the Music City Center in Nashville, Tennessee. All first-place and honorable mention winners will be recognized at the convention. The award ceremony for the KIP awards will take place on Friday, April 7 at 8:50 a.m. in the general session area of the Music City Center. Winners will also be featured in the May issue of the *ICCFA Magazine*.

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Founded in 1887, the International Cemetery, Cremation and Funeral Association (ICCFA) is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization industry. Its membership is composed of more than 9,100 rooftop locations and 18,000 professionals in the cemetery, funeral home and crematory industries, as well as memorial designers and related businesses worldwide. To learn more, please visit [www.iccfa.com](http://www.iccfa.com) or connect with ICCFA on [Facebook](#) and [Twitter](#).

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