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ICCFA Names 2013 “Keeping It Personal” Award Winners

STERLING, VA (February 24, 2014)—The **International Cemetery, Cremation and Funeral Association (ICCFA)** has named its 2013 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: Best Practices/Personal Touch; Most Personalized Service/Memorial; Events; Innovative Personalized Product (suppliers only); and Most Personalized Pet Service/Memorial.

This year’s contest attracted 49 entries from the United States, Canada, Chile, Malaysia and Australia. 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. Applications for the 2014 KIP Awards will be available from ICCFA this spring. ICCFA congratulates the winners and all who entered the 2013 KIP Awards.

The winners are as follows:

MOST PERSONALIZED SERVICE OR MEMORIAL

First Place and Grand Prize Winner

**El Camino Memorial – Sorrento Valley Chapel: Benedict Marfori Service
San Diego, CA**

Honorable Mention

**Jefferson Memorial Funeral Home: Mr. Clayton’s Service
Pittsburgh, PA**

MOST PERSONALIZED PET SERVICE OR MEMORIAL

First Place

Until We Meet Again Pet Memorial Center: The Whistler Sled Dogs

North Vancouver, BC

BEST PRACTICE

First Place

**French Funerals & Cremations/Sunset Memorial Park: University of New Mexico
Funeral Packages & Lobo Pavilion
Albuquerque, NM**

Honorable Mention

**Cook Funeral and Cremation Services (Cook Family Services): Infant Services
Grandville, MI**

EVENTS

First Place

**Cook Funeral and Cremation Services (Cook Family Services): Tree Lighting
Service
Grandville, MI**

Honorable Mention

**Chapel of the Roses: Sandy Hook Elementary Snowflake Drive
Atascadero, CA**

INNOVATIVE/PERSONALIZED PRODUCT (SUPPLIERS)

First Place

**webcemeteries.com: GPS Living Memorials App
Virginville, PA**

Honorable Mention

**Project Repat: T-Shirt Blanket
Boston, MA**

Honorable Mention

**Paw PODS, LLC: Paw Pods
Lake Orion, MI**

Grand prize winner El Camino Memorial – Sorrento Valley Chapel receives a free registration to the 2014 ICCFA Annual Convention & Exposition, April 8-11, at the Mandalay Bay Resort and Casino in Las Vegas, Nevada. All first-place and honorable mention winners will be recognized at the Convention and in *ICCFA Magazine*.

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 7,500 rooftop locations and 15,000 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 or connect with ICCFA on [Facebook](#) and [Twitter](#).

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