



PRESS RELEASE

PURE CREMATION SIGNS FAIR FUNERALS PLEDGE

Pure Cremation, which specialises in the simplest send-offs, is one of the first direct cremation providers to sign the Fair Funerals pledge 2020 to help people find funerals they can afford.

The pledge is run by Quaker Social Action as part of its Down to Earth campaign to alleviate the growing problem of funeral poverty.

To sign the pledge a company must ensure that its prices and terms of payments are clearly shown on its website, allowing people to properly compare different services.

Signatories must also tell grieving families openly and fully about what's included in the service – especially any third-party fees – when the bereaved first get in touch.

Pure Cremation, the UK's only dedicated direct cremation provider to have its own crematorium, carries out cremations from just £1,195. These straightforward, fuss-free, respectful cremations are conducted without mourners, flowers, limousines or hymns.

Catherine Powell, Customer Experience Director and co-founder of Pure Cremation, said: "We are proud to put our names to the Fair Funerals pledge.

"We know how expensive funerals can be. It is vital that consumers are given all the information they need to decide what to spend their money on.

"Many people now prefer to have a simple, low-cost cremation with a separate farewell event for friends and family. Our single price point covers everything necessary for a respectful cremation without mourners, we've held our prices for 2 years proving our commitment to keeping costs as low as possible.

"A direct cremation leaves families free to organise their own commemorative events, which can range from something as simple as gathering to light candles or a weekend in a favourite place to scatter the ashes. It does not need to be expensive."

Funeral poverty is growing with many families struggling to pay for their loved ones' farewells, and many going into debt to achieve a traditional send-off.

The Royal London's National Funeral Cost Index Report 2019 found that 12% of people struggled, with the average shortfall between funeral costs and the funds available rising to £1,990, and increase of £690 compared with six years ago.

Pure Cremation's customer reviews demonstrate that it is possible to deliver a quality cremation service that almost everyone can afford, one that includes collection and care of the body, a solid pine eco-coffin, all medical and cremation fees, and the hand delivery of ashes chosen by most families.

www.purecrematio.co.uk.

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