



Never been a better time to talk says Pure Cremation

There has never been a better time to talk with your loved ones about life, love and how you wish to be remembered, according to the co-founder of Pure Cremation, the specialists in direct cremation. The Coronavirus crisis has thrown into sharp relief the way many of us avoid having that important conversation about death, our farewells and our legacies until it is too late, leaving our wishes unknown.

It is sobering to know that those people who have been most severely affected by the pandemic often deteriorate so swiftly there is no time for them to communicate their last wishes before they end up unconscious in ICU on a ventilator, isolated from family.

All too often having meaningful conversations with families just don't happen for a variety of reasons. However only recently in one of his daily briefings, New York Governor Andrew Cuomo's remarked that for him the Coronavirus threat had prompted heartfelt conversations with his family. Dr. Lucy Selman, Senior Researcher in Population and Health Sciences too has commented how COVID19 has brought death and dying into the public consciousness and planning conversations are now starting to take place.

Catherine Powell, Pure Cremation's Customer Experience Director says it is vital that people opened up to their nearest and dearest.

"Talking about death can feel daunting, but now, more than ever, people should reach out to the people they love and have those 'big conversations'. Most find that these chats turn into laughter-filled recollections of family legends and a chance to reaffirm their relationships," said Catherine.

"In these unprecedented times of social distancing, staying in and travel restrictions, we're reminded just how precious family bonds and connections are – it's what makes us human.

"Now is the perfect time to heal family rifts, find creative ways to connect or reconnect with family and friends, talk frankly about end-of-life care and to discuss how you would like to be remembered.

"We can't ignore the fact that many victims of Covid-19 don't get the chance to express their last wishes or even see their families once they have been taken into hospital and into isolation.

"Telling your loved ones how they should celebrate your life, especially when a traditional funeral is not possible, is a priceless gift for them. Knowing what matters to you will soften the impact of separation and being denied the chance to say a final goodbye in person.

"Facing the reality of our mortality does make this both a more difficult conversation to have AND a most necessary one. A frank exploration of alternatives to the traditional funeral format such as a celebration of life after travel restrictions are lifted, will give much-needed peace of mind later.

"Direct cremations are a respectful alternative to a traditional funeral and allows the return of the ashes, however, as the pandemic progresses, many families who have never considered such a goodbye before will have no other funeral option. It's our job to reassure them that, with the right provider, their loved one will still receive the levels of care and respect they deserve, and to gently introduce the idea that a direct cremation can actually lead to more personal farewells, perhaps in much-loved locations they can enjoy re-visiting."

Catherine continued: “Everyone, whatever their state of health, but especially anyone in the vulnerable group, should talk to family about end of life wishes and make a will. Talking about these issues has immediate benefits, bringing the family closer together and building stronger bonds.”

Direct cremation is a simple approach to funerals where no mourners are present. Already becoming more popular before the pandemic, direct cremations allow families the freedom to arrange a separate but highly personalised celebration of a loved one’s life at a time and place to suit mourners.

Direct cremations are also cheaper than a traditional funeral and, even after allowing for the costs of a commemoration event, often leave enough for a donation to a favourite cause to be made in the deceased’s memory.

Pure Cremation was founded by Catherine and her funeral director husband Bryan in response to growing demand for these simpler, straightforward farewells. It is the only provider to cover the whole of the UK, 100% dedicated to this style of send-off and to own its own crematorium, the purpose-built Charlton Park near Andover, Hampshire.

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