



## **PURE CREMATION DONATES TV AIRTIME FOR MARIE CURIE'S EMERGENCY APPEAL**

A leading direct cremation provider has responded swiftly to support Marie Curie by donating its paid-for TV advertising time to help the charity raise much needed funds for its emergency appeal. The end of life charity has seen its income streams decimated due to the cancellation of fundraising events across the UK.

Marie Curie's emergency appeal campaign has been launched with work created, at no cost, by Saatchi & Saatchi to raise the donations it needs to fund its vital work caring for terminally ill people during the current crisis. Advertisers, media owners or broadcasters are being invited to donate advertising space to help the charity.

Pure Cremation, a pioneer in direct cremation, a simple, respectful service held separately from the memorial for friends and family is proud to hand over airtime to the charity, which provides care and support to people with terminal illnesses and their families.

Customer Experience Director and Co-founder Catherine Powell says: "Pure Cremation had no hesitation in donating our highest impact TV advertising channels to Marie Curie to help them in what is a very worrying time both for them and the people they support.

"Marie Curie Nurses and hospices are needed more than ever in this crisis, and we are huge admirers of this charity's efforts."

Esther Jackson, Marie Curie's Marketing & Communications Director said: "At this time of national emergency, Marie Curie Nurses and frontline staff are needed more than ever as the NHS is put under ever greater strain.

"Sadly, some people's lives will be shortened by Coronavirus, so the need for end of life care will be greater. Marie Curie can meet this need, and in doing so will help free up intensive care beds needed for Coronavirus patients. Consequently, we hope this campaign will raise further awareness of the vital role our frontline staff provide for people at the end of their life.

"We're delighted that Pure Cremation has generously contributed TV spots with ITV and Channel 4 partners enabling Marie Curie to reach more people with this emergency appeal."

Pure Cremation is the UK's leading dedicated provider of direct cremations where the deceased is collected, cared for and then cremated without a ceremony or any mourners at the crematorium.

The service gives loved ones the freedom to create a memorial event where, when and how they choose, with a send-off that truly reflects the unique life, relationships, and beliefs of the person who has died.

To support Marie Curie's Emergency Appeal donate online at [www.mariecurie.org.uk/emergency](http://www.mariecurie.org.uk/emergency) or text NURSE to 70633 to help us reach the families who need us. Texts cost £5 plus 1 standard rate message. 98% is received by Marie Curie. To unsubscribe text OUT to 78866.

To view the [60s ad in full click here.](#)

**Ends**

**Notes to Editor**

Marie Curie Nurses, doctors and Hospice staff are on the frontline of the Coronavirus crisis. Every day they are helping to support dying people to be cared for away from hospital when every bit of available capacity is needed to care for people diagnosed with the virus, and we are also providing care to those who have tested positive for coronavirus in our Hospices and who are suspected as having the virus at home across the UK.

**Marie Curie Free Support Line**

If you, or someone you know, is affected by a terminal illness and concerned about Coronavirus, our Support Line team are ready to help with the information you need when you need it. Call free 0800 090 2309\*. You can also find more information on our website: [mariecurie.org.uk/coronavirus](http://mariecurie.org.uk/coronavirus)

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