



PLAN THE ULTIMATE JOURNEY – PURE CREMATION ATTENDS THE SCOTTISH CARAVAN, MOTORHOME & HOLIDAY HOME SHOW

A pioneering funeral director revolutionising the market will appear at the Scottish Caravan, Motorhome & Holiday Home Show.

The event, taking place from February 6-9 at Glasgow's SEC, is the perfect venue to introduce free-spirited campers to the liberating possibilities offered by Pure Cremation.

Pure offers direct cremation, where the deceased is collected, cared for and then cremated without a service or mourners present - a simple, affordable and respectful service.

Direct cremation is soaring in popularity and places an emphasis on bereaved friends and families marking the end of a life in a much more personal and meaningful way.

Pure Cremation's Catherine Powell admits their presence at this popular event might raise a few eyebrows.

She said: "It may seem odd at first, but those attending the show don't just settle for "ordinary", they demand the freedom to do things "their way", just like the people that choose our service want to create unique experiences and spend money on the things that matter to them – neither want ready-made packages...so it's actually a perfect match!"

Pure Cremation is exhibiting as part of their campaign to raise awareness of direct cremation as a new funeral option, and to educate the public about the benefits of planning ahead.

Catherine added: "The Pure Cremation team on **stand P420** are looking forward to the show and know that it will be filled with lots of lively and thought-provoking conversations about how people want to be remembered and celebrated."

The popularity of direct cremation is illustrated by the fact that more than four out of ten people would consider a 'no-frills' direct cremation without mourners for their own funeral – if given the choice.

According to Sun Life's latest Cost of Dying Report, nearly half of those surveyed did not know they could opt for a simple, respectful, unattended cremation at a much lower cost of a conventional one.

Yet when told about the service they were enthusiastic. Overall, 42 per cent of people said they would consider it as an option for themselves.

www.purecremation.co.uk