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ICCF A Names 2019 “Keeping It Personal” Award Winners

STERLING, VA (January 27, 2020)—The International Cemetery, Cremation and Funeral Association (ICCF A) has named its 2019 Keeping It Personal (KIP) Award winners, recognizing the best in personalization in the cemetery and funeral service profession.

Created by the ICCF A Personalization Committee, the KIP program honors recipients in four categories: Most Personalized Service/Memorial; Events; Innovative Personalized Product (suppliers only); and Most Personalized Pet Service/Memorial.

This year’s contest attracted 47 entries from Australia, Brazil, Canada, Guatemala, and the United States. Communications and marketing professionals from outside the cemetery and funeral service profession performed the judging.

The winners are as follows:

MOST PERSONALIZED SERVICE OR MEMORIAL

First Place and Grand Prize Winner

Miss Alexandria’s Princess Memorial Service
Chapel of the Light Funeral Home, Fresno, California

Honorable Mention

Playbill Starring Don Sleight

Robert Toale & Sons Funeral Home, Bradenton, Florida

EVENTS

First Place

The Death Letter Project

Historic Oakwood Cemetery, Raleigh, North Carolina

Honorable Mention

A Light in the Darkness

Sherwood Memorial Park, Salem, Virginia

INNOVATIVE/PERSONALIZED PRODUCT (SUPPLIERS)

First Place

Memorialized Stones

Parting Stone, Santa Fe, New Mexico

Honorable Mention

TribuCast Interactive Touchpoints

TribuCast, Wilton, Connecticut

MOST PERSONALIZED PET SERVICE OR MEMORIAL

First Place

Honoring Mooresville Police K9 Division

Pet Pilgrimage Crematory & Memorials, Mooresville, North Carolina

Honorable Mention

U.S. Marine Corp Canine Asur's Story

Heart's Companion Pet Memorial Center, Reno, Nevada

The grand prize winner, Chapel of the Light Funeral Home, received a free registration to the 2020 ICCFA Annual Convention & Exposition, March 30 – April 2, at the Henry B. González Convention Center in San Antonio, Texas. The winners will be featured in future issues of the ICCFA Magazine. The ICCFA congratulates this year's winners for their commitment to honoring the life stories of the families they serve. More information on the winners is available on the ICCFA website at www.iccfa.com/kip.

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 9,100 rooftop locations and 18,000 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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