

# DIRECT CREMATION THE PERFECT SEND-OFF FOR MOST PRIVATE PRINCE OF POP

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Growing number of people opt for similar, low-key farewell in the year after his death

It's now one year since the sudden death of pop superstar Prince rocked the world. On stage he was arguably one of the biggest, most flamboyant stars of our lifetime. But off-stage he shied away from the spotlight, avoiding celebrity parties and giving interviews only on rare occasions. So it perhaps came as no surprise that before his sudden death on April 21st 2016 he stated to family and friends he didn't want a big send-off, but a low-key service which would allow him to 'die with dignity'.

In short, he wanted his passing to be a continuation of the way he lived his life.

Pure Cremation (<https://www.purecremation.co.uk>), the UK's only dedicated provider of direct cremation, has recorded soaring demand for its services in the wake of Prince's death with the vast majority of customers seeking its services for the very same reasons.

With no church or minister, service, flowers or limousines, it is rare for even mourners to attend as most people choose to mark their loved one's passing with a more fitting celebration later.

With more time to plan the event it gives families the opportunity to plan an event more tailored to their loved one's personality and preferences.

Catherine Powell, Customer Experience Director at Pure Cremation, said the company had recorded consistent increases in the number of people in the UK who are opting for a simple, no-frills cremation, followed by a later celebration.

Industry figures showed a ten-fold rise in demand for direct cremations – from 0.3 per cent in 2015 to 3.5 per cent in 2016.

Pure Cremation also recorded a rise of 200 per cent in 2016, with a further 300 per cent increase forecast for this year.

Catherine said this was in part down to high-profile deaths in 2016 such as Prince and David Bowie, who also opted for a low-key direct cremation. Although Catherine said direct cremation had been around for several decades, if not longer.

Yoko Ono, the widow of murdered Beatle John Lennon, chose a direct cremation as far back as 1980 – stating she wanted no focus on her husband's bullet-ridden body. Instead she urged fans from across the world to join in the memorial ceremony 'from everywhere and anywhere'.

Catherine said: "There are a number of reasons why people come to us to find out more about the advantages of direct cremation over funerals, but for many it is their desire for a no-frills, no-fuss cremation at a time when the families are still coming to terms with their passing, followed by a celebration enjoyed by their nearest and dearest at a later date.

"Some people choose to take their family away to remember their loved one, others opt for a party.

“Whatever their wishes, more and more people today are realising that by not spending the money on a coffin, cars, order of service, they are free to spend it on something else which will be of direct benefit to them.”

A statement from Prince’s family after his death said: “Together the family is planning an official memorial service and public event to take place in the near future.

“Prince and his music influenced so many people that we feel inspired to celebrate his life and legacy in just the right way.”

They added: “We appreciate the public’s patience and . . . look forward to sharing with the world this celebration of, and farewell to, our Prince.”

With 30 years in the funeral industry, Pure Cremation was established by Bryan Powell, and his wife Catherine.

Born out of increasing demand for a direct cremation service it is the only dedicated provider in the UK. The team works round the clock to deliver a personal service 24 hours a day, seven days a week. Its pricing system is completely transparent, with a simple fixed price cost structure to meet individual and geographical requirements.

Pure Cremation covers all of England and Wales.

For further details log on to [www.purecremation.co.uk](http://www.purecremation.co.uk)

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