

# Let's Talk About Death & Funerals

Submitted by: Century PR

Wednesday, 3 May 2017

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Talking about death and funeral planning isn't the easiest conversation to have – especially if you are British.

But Pure Cremation, the UK's only dedicated provider of direct cremation, is urging people to lift the lid on this difficult topic and have the 'big conversation' as part of Dying Matters Week.

Running from May 8 to 14, this year's awareness week is themed 'What Can You Do?' and encourages more and more people to talk about death and end-of-life plans.

Catherine Powell, Customer Experience Director at Pure Cremation (<http://www.purecremation.co.uk>), believes it's crucial for people to open up about their final wishes.

Catherine commented: "This is a challenging subject but the benefits of sharing your wishes with your family are big and obvious. The last thing you need when you're grieving is the extra worry about whether you're doing the right thing, and this anxiety can last for years, prolonging the grief and stress. We've also seen how confusion about what to do results in family tension and even feuds.

"In contrast, the family that knows what Mum's wishes are can make the necessary arrangements in complete confidence, without guesswork and can focus on supporting each other."

Every year thousands of people die without making arrangements for their funerals – or even discussing their final wishes with loved ones.

And while we don't want to discuss it, a recent YouGov survey showed that more than two-thirds of us (67 per cent) say it's incredibly important that our final wishes are carried out after our deaths.

Catherine said: "Sharing your wishes with family members is priceless – and free! You can even give the ultimate gift by paying in advance for the funeral you want.

"Whatever you're looking for, whether you want the simplest cremation to the impressive pageantry of a traditional funeral, we've seen how sharing your wishes for the inevitable brings a sense of calm, comfort and control you can enjoy right now."

Pure Cremation was established by former funeral director Bryan Powell who has a pedigree in the funeral industry spanning nearly 30 years, together with his wife Catherine following a steady increase in enquiries for a direct cremation service.

It is the UK's only dedicated direct cremation provider which enables the team at Pure Cremation to deliver a level of personal service 24 hours a day, seven days a week.

Pricing too is totally transparent with a simple fixed price cost structure to meet individual and

geographic requirements. Pure Cremation covers the whole of England and Wales.  
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