

New partnership enables funeral directors to offer online tributes

Colourful Coffins has teamed up with charity tribute website MuchLoved in an unique partnership to give families a free online memorial for their loved ones.

The move means that for the first time funeral directors will be able to offer bereaved families who choose a Colourful Coffin the opportunity of commissioning a tribute page as part of the funeral arrangement process.

The growth of online tribute sites is steadily increasing and more than 9,000 families have already chosen to share their memories and tributes on MuchLoved. It's a trend which Jon Davies, who founded the website after losing his brother and mother, believes can help families in their grieving process.

"Many families tell us setting up an online tribute is a rewarding and therapeutic experience, it's a way to feel you are focusing on doing something positive to commemorate the person you have lost and at a time of grief that is important," he said.

"In addition, on a practical note, it gives other family and friends who may live further afield the chance to be involved, to post messages and photographs and feel they are contributing towards those memories, even if they couldn't be there to say goodbye in person."

The online partnership between the two organisations will start in January, and all bereaved families who order a Colourful Coffin will be given the option of having an online tribute created by the Colourful Coffins design team.

Managing director, Mary Tomes, said: "For us, it's all about giving families a very personal service. Our bespoke coffins already help them with a special tribute to their loved one and now, by partnering with MuchLoved and offering an online memorial, we're taking that personal approach one step further.

"Funeral directors will be able to offer the tribute at no expense to themselves or the family, we handle all the preparation for setting up the memorial and believe it will add real value to the services they provide."

Once a tribute has been requested, Colourful Coffins will develop a template page and provide log in details directly to the family, which can then add as much or as little information as they wish. This can include stories, photographs, favourite music and even video clips and the page can also be used as a way of raising money for a chosen charity through an integrated online donation facility.

When families have had a chance to familiarise themselves with the template page and to consider what information they would like to add, they can select to have their site hosted on the internet for up to 10 years for free, after which there will be a one-off fee if they wish to continue having their site hosted in perpetuity.

To find out more:

Tel: 01865 779172 or visit www.colourfulcoffins.com

Colourful Coffins, Printworks, Crescent Road, Cowley, Oxford OX4 2PB



Mary Tomes with Jon Davies

Each tribute page is password protected for privacy purposes, but special email invites can be sent to chosen guests to enable them to view the site and families can choose to review any added content before it goes live, giving them complete peace of mind about material which may be posted.

Further details on the partnership will be provided to funeral directors by Colourful Coffins.

Notes to editors

1. Colourful Coffins (www.colourfulcoffins.com) is a family-owned and run business, based in Oxford, and the leading provider of bespoke picture coffins for the UK market. It offers a wide range of distinctive and personalised designs, each expertly crafted and hand-finished by the in-house team.
2. Colourful Coffins supplies and works closely with a network of funeral directors across the country, providing support and advice to both funeral businesses and their clients. It also provides one-to-one advice to families to help them make a very personal design choice.
3. MuchLoved is the working name of the MuchLoved Charitable Trust which was awarded registered charity status early in 2007. It is run by a board of trustees who are supported by an enthusiastic team that carry out most of the day to day support work and product development. Visit www.muchloved.com for more information.
4. An image of Mary Tomes and Jon Davies is provided. Additional logos and screengrabs are available on request.

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