

# Keeping precious memories safe

**A unique Memory Bear has just been launched by Oxford-based Colourful Coffins to help families keep precious memories safe.**

With a specially-designed zip compartment to hold either an ashes container, which is supplied with each bear, or much-loved keepsakes, the Memory Bear stands 17 inches tall and can also be moved to a sitting position, ideal for placing in a favourite corner or on a window ledge.

Mary Tomes, managing director of Colourful Coffins, said: "A teddy bear is a universal comforter and by having one of our Memory Bears, families can have a precious reminder of their loved one to cuddle when they need it."

She believes it will prove popular with both parents who lose a child and with families who wish to have somewhere special to store mementoes. Pre-orders for the Memory Bear have already exceeded 500 in the first month alone

The company already produces a small Journey Bear, which is placed inside every child's coffin or casket. Both bears have the distinctive Colourful Coffins' daisy logo embroidered on one paw.



## Notes to editors

1. Colourful Coffins ([www.colourfulcoffins.com](http://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. A photograph of the Memory Bear is attached.

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**To find out more:**

**Tel: 01865 779172 or visit [www.colourfulcoffins.com](http://www.colourfulcoffins.com)**

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