

## CORONAVIRUS: WHAT YOU NEED TO KNOW ABOUT DIRECT CREMATION

Saturday 4 April, 2020

**Coping with the death of a loved one at any time is a heart-breaking ordeal – and families and loved ones are now facing distressing uncertainty about funeral arrangements during the Coronavirus lockdown.**

As the UK scrambles to stop the spread of the deadly disease by limiting social contact, the Government has limited the number of mourners to immediate family members only, but that is leading to difficult conversations and decisions at the worst possible time.

Now, a pioneer in the cremation industry has set out to reassure mourners during a harrowing time.

Catherine Powell, who founded Pure Cremation with her husband, says observing the passing of a loved one with dignity and respect is still possible, and the families that have chosen a Pure Cremation could be a source of comfort and inspiration for others.

Pure is a pioneer in direct cremations, where the deceased is collected, cared for and then cremated without a service or mourners at the crematorium. The simple, respectful service is held separately from the farewell event for friends and family, allowing them the freedom to create a memorial event where, when and how they choose.

Catherine says direct cremations could prove to be the most responsible way of respectfully laying a loved one to rest, giving mourners time to plan a suitable memorial event that everyone can attend after the current lockdown has been lifted.

“It is vitally important we respect Government guidance for social distancing to help stop the spread of Covid-19.

“Pure Cremation understands that the bereaved are struggling with the idea of a funeral with only a handful of people there, and with the thought of a send-off that denies them that wonderful expression of support – a warm hug.

“Since 2015 we’ve served thousands of families who deliberately opted for a celebration of the deceased person’s life held after the cremation. These can be very personal and moving, and we’re bringing some of those stories together so every family can plan a proper celebration of life when it is safe to do so.

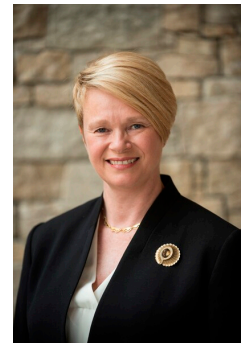
“In fact, the combination of a simple cremation alongside a tailored send-off is the main reason direct cremation is becoming more popular.”

Pure Cremation’s founders, Catherine and Bryan Powell, are experienced funeral directors who feel a real duty of care to the families they serve; that’s why the Pure Cremation team has designed a range of free resources to support the bereaved.

These resources can be found in the Support section on the Pure Cremation website and include Pure Memories, an easy-to-use online memorial facility, a 12-day guided remembrance programme called Pure Reflections and Grief Chat, a bereavement support service provided by a qualified third-party.

**Editor’s Note:** For further information contact Celeste Clarke at Century PR on 024 76 228881 or email [celeste@centurypr.co.uk](mailto:celeste@centurypr.co.uk).

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