



THE LAST TALE: PURE CREMATION ANNOUNCES SUPPORT FOR STORIES FOR LIFE

Allowing bereaved families the freedom to commemorate a loved one in a way that truly reflects the life that has been lived is the founding principle behind Pure Cremation. That is why the company has chosen to work with Stories for Life, a charity that captures the core story of someone's life, in their own words, via a recording that becomes a lasting legacy for family and friends.

Pure provides direct cremation, which comprises a cremation without a funeral service, and usually without mourners present. This affordable 'no-fuss' alternative to traditional funeral give mourners the freedom to focus on the unique life and personality, rather than the pomp and formality the traditional funeral process.

The charity – formerly The Hospice Biographers – trains and mentors specialist volunteers to skilfully record the biographies and life stories of those with life-limiting conditions and is keen to expand its reach.

Catherine Powell, who founded Pure Cremation with her husband Bryan in 2015, said:

"Remembering the unique history and impact of each person is at the heart of everything Pure represents and aligns beautifully with the Stories for Life mission.

"We were incredibly impressed with the good work undertaken by the charity to both observe and celebrate someone's life in their own words.

"Pure is honoured to support their work and help ensure as many people as possible benefit from such a special commemoration."

Pure has pledged £117,000 over three years so that Stories for Life can offer their free service to many more people and develop a paid-for service that will secure the longevity of the charity.

XX from Stories for Life said: "Pure's support will quite simply transform our ambition into reality.

"We can now record even more patients, bringing huge pleasure and relief to each and every one of them, while also granting their families and friends the chance to hear their loved one's voice, preserving their spirit for generations to come.

"To hear a loved one's unique turn of phrase, their laugh, jokes, and – of course – their memories will offer incalculable joy to all who listen to our recordings.

"We offer our heartfelt thanks to Pure for its extraordinary kindness."

ENDS

Pictured: Patron and Audio Biographer for St Joseph's Hospice in Hackney John Greenwood with Barbara Altounyan Founder + Trustee Stories for Life

<https://www.storiesforlife.co.uk/>

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