



www.AMomentThatLivesOn.com



FOR IMMEDIATE RELEASE
May 20, 2009

Contact: Scott Harris, Harris Communications
720-917-1200, cell 303-883-5655
scott@harris-communications.com, or
Adria Ellerbrock, cell 303-525-0400
adria@AMomentThatLivesOn.com

NEW WEB SITE PROVIDES *FREE* DEATH PLANNING RESOURCES
Site Also Includes Sensitive Resources for Dealing with the Loss of a Pet

DENVER, CO – A new web site has been launched to help people plan for—and think about—death, in addition to helping people cope with the passing of a beloved pet. The site’s address is www.AMomentThatLivesOn.com, and is divided into two sections: **My Goodbye** (proactive death planning) and **Furry Farewell** (grief support and pet memorial products and services). The site was created and developed by Adria Ellerbrock, President and Director of Marketing for A Figure of Speech, Inc., a national marketing firm.

My Goodbye describes and promotes the benefits of thorough death planning and provides a number of FREE user-friendly documents designed to help individuals think about and document their wishes regarding important topics such as: how to handle their remains (burial vs. cremation), what type of funeral service they want, how to handle expressions of sympathy, and more. The site also contains organizational files to help document personal information, account-related information, financials, contacts, and more for loved ones who need access to such information after a friend or family member passes. These free documents are downloadable and can be completed in the privacy of a person’s home or office. (Note that death planning documents provided on the site are not legally-binding nor do they constitute legal advice.)

In addition to the free planning documents, professional resources are offered for legal guidance and direction on funeral pre-planning, financial planning, life insurance, wills, estates, and trusts.

“My objective for offering free online resources on this web site is to help transform the way people plan for and think about the sensitive subject of death,” said Adria Ellerbrock, developer of the site. “So much headache and heartache can be avoided if people would be proactive about death planning by putting their wishes on paper. Death planning is a selfless act that allows those left behind time to grieve instead of worrying about making complicated decisions in the days following a loved one’s death.”

Furry Farewell was developed for people seeking online educational resources, emotional support, unique memorial products, and other services to help them deal with the loss of a beloved pet. This section of the web site also includes information on the tough decision to euthanize a pet, the grieving process, and things to consider when thinking about getting another furry friend. This web site is also a great resource for someone who has a family member or friend who has lost a beloved pet.

“Our culture supports the idea of pets as family members, but when a pet dies, people often don’t know where to turn for help, comfort, or resources,” commented Ellerbrock. “Furry Farewell empathizes with people who have lost a beloved pet and provides ways to cope and perhaps find comfort in another furry friend.”

Ellerbrock became passionate about proactive death planning after experiencing sadness over many family members, friends, and colleagues being laid to rest, and seeing the stress their friends and family went through while trying to make bereavement decisions for those they had lost. In addition, she decided to create Furry Farewell after putting her two 14-year old dogs down on the same day in July, 2007. She spent more than a year of volunteer time conducting research and developing the A Moment That Lives On web site.

In addition to its original content, the site also includes (and credits) links to many other web sites, articles, and resources Ellerbrock found in her research, providing a ‘best of the best’ summary of the existing information available. Advertising is sold on the site to keep it online and updated.

To learn more about proactive death planning and how it can benefit you and the people you love, visit www.AMomentThatLivesOn.com/MyGoodbye. To access information and resources that can help you or someone you know cope with the death of a pet, visit www.AMomentThatLivesOn.com/FurryFarewell.