



107 Carpenter Drive, Suite 100
Sterling, VA 20164
1.800.645.7700
703.391.8400
Fax: 703.391.8416
www.iccfa.com

For Immediate Release

For More Information, Please Contact:

Jason Brown
1.800.645.7700
jason@iccfa.com

ICCFA NAMES 2021 “KEEPING IT PERSONAL” AWARD WINNERS

STERLING, VA (February 10, 2022)—The International Cemetery, Cremation and Funeral Association (ICCFA) has named its 2021 Keeping It Personal (KIP) Award winners, recognizing the best in personalization in the cemetery and funeral service profession.

Created by the ICCFA Personalization Committee, the KIP program honors recipients in three categories: Most Personalized Service/Memorial for Funeral Home; Most Personalized Service/Memorial for Cemetery; and Innovative Personalized Product, which is only available to supplier members.

This year’s contest attracted entries from Brazil, Guatemala, and the United States. Professionals from outside the cemetery and funeral service profession judged the entries. The 2021 KIP winners and honorable mentions are being featured during the KIP Award and Executive Certification Awards on Thursday, March 24 from 8:30 – 9:00 AM. at the 2022 ICCFA Annual Convention & Exposition in Las Vegas, Nevada on March 22 – 25, 2022. Descriptions of each winning entry and honorable mention are available at iccfa.com/membership/awards/kip/.

The winners are as follows:

MOST PERSONALIZED SERVICE OR MEMORIAL (Funeral Home)

First Place and Grand Prize Winner

Hannah's Home Funeral & Green Burial

Connecticut Life Tributes, Wallingford, Connecticut

Honorable Mention

Cade Hollis Memorial Service

Cloverdale Funeral Home, Boise, Idaho

MOST PERSONALIZED SERVICE OR MEMORIAL (Cemetery)

First Place

Buchanan Group's September 11th Memorial

Washington Park Cemetery Association / Buchanan Group, Indianapolis, Indiana

Honorable Mention

Hillside Cemetery's Champions of Change

Hillside Cemetery, Wilton, Connecticut

INNOVATIVE/PERSONALIZED PRODUCT (SUPPLIERS)

First Place

AFTR

AFTR, Brooklyn, New York

Honorable Mention

The Visit Box

The Visit Box, Windsor, Colorado

###

Founded in 1887, the International Cemetery, Cremation and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. The association is comprised of more than 10,000 members in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.