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### **ICCF A NAMES 2020 “KEEPING IT PERSONAL” AWARD WINNERS**

**STERLING, VA (June 8, 2021)**—The International Cemetery, Cremation and Funeral Association (ICCF A) has named its 2020 Keeping It Personal (KIP) Award winners, recognizing the best in personalization in the cemetery and funeral service profession.

Created by the ICCF A 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 Australia, Brazil, and the United States. Professionals from outside the cemetery and funeral service profession performed the judging. The 2020 KIP winners and honorable mentions were featured in the Meeting of the Members at the 2021 ICCF A Virtual Convention & Exposition, on May 17, 2021. Descriptions of each winning entry and honorable mention are available at [iccfa.com/membership/awards/kip/](http://iccfa.com/membership/awards/kip/).

The winners are as follows:

#### **MOST PERSONALIZED SERVICE OR MEMORIAL (Funeral Home)**

***First Place***

Valda Cumming's Memorial Service

Stephanie Longmuir and Associates, Victoria, Australia

***Honorable Mention***

Sunset Celebration on a Life of Service

Robert Toale & Sons Funeral Home, Sarasota, Florida

**MOST PERSONALIZED SERVICE OR MEMORIAL (Cemetery)**

***First Place and Grand Prize Winner***

The Healing Path

Grandview Cemetery, Maryville, Tennessee

***Honorable Mention***

Day of Remembrance

Friends of Maple Grove Cemetery, Kew Gardens, New York

**INNOVATIVE/PERSONALIZED PRODUCT (SUPPLIERS)**

***First Place***

The Memory Maker

Capstone Technologies, Haines City, Florida

***Honorable Mention***

TribuCast®

TribuCast, Wilton, Connecticut

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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.