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**ICCFA EDUCATIONAL FOUNDATION VOTES TO HONOR
JIM PRICE, CCFE, CCrE, WITH LASTING IMPACT AWARD
AT 2024 ANNUAL CONVENTION & EXPOSITION**

STERLING, VA (November 6, 2023) – The International Cemetery, Cremation and Funeral Association’s (ICCFA) Educational Foundation is proud to announce that Jim Price, CCFE, CCrE, has been selected to be honored with the Lasting Impact Award at the 2024 ICCFA Annual Convention & Exposition in Tampa, Florida. The Lasting Impact Award is presented annually to an individual that has made significant contributions to the deathcare profession in education and memorialization.

Price, Senior Vice President of Industry Relations at Park Lawn Corporation, has made it his mission to give back to the future of the deathcare profession. From 2015 to 2023, he took on the role of President and Chairman of the ICCFA Educational Foundation. Under his leadership, the Foundation experienced incredible growth in donations received, scholarships awarded, and impactful initiatives established. Price's commitment to service remains unwavering as he continues to serve as a Trustee for the ICCFA Educational Foundation, along with his membership in both the Government & Legal Affairs Committee and Veterans Committee. Additionally, he was inducted into the ICCFA Hall of Fame in 2022.

“I can’t think of anyone more deserving of the Lasting Impact Award than Jim Price,” said ICCFA Educational Foundation President, Gino Merendino. “The scope of Jim’s commitment and tireless service to the ICCFA and deathcare profession has been nothing short inspirational.”

The ICCFA Educational Foundation's Lasting Impact Award will be presented to Price at a reception held in conjunction with the 2024 ICCFA Annual Convention and Exposition in Tampa, Florida, on Friday, April 12, from 5:00-6:00 PM. Information on the reception and the 2024 Annual Convention & Exposition can be found at iccfa.com/annual.

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The ICCFA Educational Foundation, founded in 2005, seeks to make education accessible to the future leaders of the deathcare profession. It does this by awarding scholarships to the educational programs of the International Cemetery, Cremation and Funeral Association, as well as advancing initiatives designed to promote the profession and support the individuals who answer the call of service.

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.