

RELEASE: Immediate

CONTACTS: Catherine Susa
412-788-2784 / 412-600-4694 (cell)
Roberta Knauf
724-347-5100 / 724-974-9084 (cell)

**UNIQUE CEREMONY SET TO HELP FAMILIES COPE
WITH THE LOSS OF THEIR PETS DURING THE HOLIDAYS**

Hermitage, Pennsylvania – December 12, 2007 — “It can be an extremely lonely and painful time for people who’ve lost a pet,” said **Roberta Knauf**, pet funeral director of **Hillcrest-Flynn Pet Funeral Home and Crematory**, Hermitage, PA. “To help cope with the loss during the holidays, we’ve set aside a special time to remember our deceased pets.”

Ms. Knauf is the organizer of the first **Pet Holiday Remembrance Ceremony** to be held on **Saturday, December 15th at 10 a.m.** in the **Hillcrest-Flynn Pet Funeral Home and Crematory Chapel**, 2619 East State Street, Hermitage, PA. “We’re bringing our families together, including children and pets, to let them know they’re not alone,” said Ms. Knauf. “We believe we are the first to offer such a program for pets.”

“The response from our families has been very good,” Ms. Knauf commented. To date, more than 60 families and 30 pets are planning to participate. The pet funeral home has served more than 200 families since it opened in December of 2006.

“Pets are family members too. And it’s especially difficult knowing that a beloved pet will be missing at Christmas.” Ms. Knauf continued, “We hope the remembrance ceremony and fellowship will help to give families some peace about their loss around this special time of the year.”

Unique Holiday Ceremony to Remember Lost Pets - Page 2

The holiday remembrance ceremony is planned to be an annual event for families served by Hillcrest-Flynn who experienced a loss of a pet within the previous year.

Ceremony Program:

John Flynn, funeral director and supervisor of **John Flynn Funeral Home and Crematory** in Hermitage who oversees the pet funeral home, will officiate the ceremony.

Prayer and reflection will be lead by Rev. Kenneth E. Martin of First Assembly of God Hermitage.

Ms. Knauf and Arlene Rzepka, who leads a monthly grief support group at the pet funeral home, will read the roll call of lost pets. Each family will receive a holiday ornament as a remembrance. A reception will follow the ceremony.

Hillcrest-Flynn Pet Funeral Home and Crematory, and Hillcrest Memorial Park People and Pet Gardens provide respectful, compassionate, comprehensive after-life care for pets and their families. It is the first pet funeral home and crematory to be located on the grounds of a human cemetery. People and Pet Gardens provide a section where people can be buried with their pets in the same or adjacent lots and a pets-only section.

For more information, please visit: **hillcrestflynn.com** or call: **724-347-5100**.

#