



Love Ashes Receives a "Keep It Personal" Award

STERLING, VA (February 10, 2011)-Love Ashes based in Lakewood Ranch, Florida, has won an Honorable Mention in the International Cemetery, Cremation and Funeral Association's 2010 KIP (Keeping It Personal) Awards, recognizing the best in personalization in the cemetery, funeral service and cremation profession.

Created by the ICCFA Personalization Committee, the KIP program honors recipients in five categories. Love Ashes was honored in the Innovative Personalized Product category.

Love Ashes infuses cremains into beautiful pendants, earrings and framed memorials. They may be custom-designed based on the customer's preferences and they come in a variety of shapes and sizes.

The ICCFA's 2010 KIP Awards contest drew 52 entries from across North America and abroad. Marketing and communications professionals from outside the cemetery and funeral service profession performed the judging.

Judges were impressed with the creativity and compassion displayed by Love Ashes. One judge commented that the company presents "a unique, interesting and definitely personal tribute to a loved one." Another judge described the products as "a great idea and beautiful products."

"We were extremely pleased with the broad range and high quality of entries to the KIP Awards program this year," said Steve Bittner, chair of the ICCFA's Personalization Committee. "The staff at Love Ashes demonstrate a strong commitment to personalization, to serving the community and to providing caring, meaningful services to families in their time of need. They are true leaders within our profession and are very deserving of this prestigious award."

All KIP Awards recipients will be recognized at the ICCFA 2011 Annual Convention & Exposition, March 8-11 at Mandalay Bay Resort & Casino in Las Vegas, Nevada, and in *ICCFA Magazine*.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, cremation funeral and memorialization industry. Its membership is comprised of over 7,500 cemeteries, funeral homes, memorial designers,

crematories and related businesses worldwide.



To wear and remember™

Silvia Engel
Love Ashes Founder & Artist

**Visit us in Las Vegas at the ICCFA Convention
Booth #317
www.LoveAshes.com**

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