

PRESS RELEASE

FOR IMMEDIATE RELEASE

Local funeral celebrant challenges traditional ideas about funerals for National Funeral Celebrant Day

[LOCAL TOWN] funeral celebrant [CELEBRANT NAME] is marking Funeral Celebrant Day on Friday 20 November by encouraging local families to think differently about funerals - and discover just how personal a final farewell can be.

Funeral Celebrant Day is an annual national awareness day, founded by celebrant Dawn Kemp with the support of Coffin Club UK, to highlight the work of funeral celebrants and the choices available to families when someone dies.

This year's theme focuses on direct cremation and the opportunities it offers families to arrange a completely personalised Celebration of Life, separate from the cremation itself.

With direct cremation becoming an increasingly familiar option, [CELEBRANT NAME], who works across [LOCAL AREA], wants people to understand that choosing a cremation without an accompanying service doesn't have to mean missing out on a meaningful farewell.

'[INSERT PERSONAL QUOTE - for example: People often assume that if they choose direct cremation, that means there won't be a funeral. But that's simply not the case. A direct cremation can give families the freedom to arrange a Celebration of Life at a time and place that really means something to them.]'

Unlike a traditional crematorium service, which usually has a fixed time slot, a Celebration of Life held separately can take place almost anywhere - a favourite pub, a family garden, a village hall, a beach, a sports club or somewhere that holds particular memories.

It can last half an hour or an entire afternoon. It can include music, stories, laughter, tears, food, drink and whatever else feels right for the person being remembered.

[INSERT LOCAL EXAMPLE OR ANECDOTE HERE]

For example: 'I recently conducted a Celebration of Life at [VENUE/LOCATION]. It was somewhere that meant so much to the person who had died, and the family loved being able to remember them in a setting that felt completely right.'

As an [independent/humanist] funeral celebrant, [CELEBRANT NAME] works closely with families to create and conduct personal ceremonies, telling people's stories and helping them celebrate lives in ways that reflect their individual personalities, interests and beliefs.

'[INSERT SECOND PERSONAL QUOTE - for example: There is no one-size-fits-all approach to funerals. Some families want a traditional service at the crematorium, and that's absolutely fine. Others want something completely different. My job is to help people understand their options and create something that feels right for them.]'

On Friday 20 November, funeral celebrants across the UK will be taking to social media as part of Funeral Celebrant Day, sharing their experiences, answering questions and encouraging conversations about what a funeral can be.

The national campaign will include a coordinated social media event at 12 noon, using the hashtags #FuneralCelebrantDay2026, #DirectCremationsDeserveCelebrations and #AskAFuneralCelebrant.

[CELEBRANT NAME] hopes the day will encourage more people in [LOCAL AREA] to talk openly about funerals and recognise that there are far more possibilities than they might imagine.

'Families can't choose something if they don't know it exists. That's why days like Funeral Celebrant Day are so important. We want people to know they have choices - and that funeral celebrants can help them explore those choices.'

ENDS

Notes to editors

About [CELEBRANT NAME]

[CELEBRANT NAME] is an independent funeral celebrant based in [TOWN], working across [AREAS COVERED]. [HE/SHE/THEY] creates and conducts personalised funeral ceremonies and Celebrations of Life, working with families to honour the people they love.

Website: [WEBSITE]

Email: [EMAIL ADDRESS]

Telephone: [PHONE NUMBER]

Social media: [SOCIAL MEDIA LINKS]

About Funeral Celebrant Day

Funeral Celebrant Day takes place on Friday 20 November 2026. Founded by funeral celebrant Dawn Kemp with the support of Coffin Club UK, the day raises awareness of the work of funeral celebrants and the choices available to families.

This year's theme highlights direct cremation and the opportunities to hold a separate Celebration of Life.

Further information: www.funeralcelebrant.day

Photographs: A high-resolution photograph of [CELEBRANT NAME], and photographs of ceremonies where permission has been obtained, are available on request. Stock images are available for use from www.funeralcelebrant.day as long as you credit the photographer.

Interviews: [CELEBRANT NAME] is available for interviews and can discuss funeral choices, direct cremation, personalised ceremonies and changing attitudes towards funerals.