

Mourners find new ways to pay tribute to lost loved ones in a pandemic-ruled world

SALT LAKE CITY, UT, April 28, 2020 – theMemories, an online alternative to traditional obituaries, now offers a solution for mourners who are unable to attend a loved one’s funeral service. Family and friends are able to share memories and offer words of support — normally expressed in person during a service — at theMemories.com.

With the onset of the COVID-19 pandemic, families must make the difficult decision of identifying a small number of people who will be allowed to physically participate at a funeral service. These limitations have made an already difficult situation even heavier to bear. theMemories helps alleviate this burden by allowing friends and family to share from afar photos, quotes and memories of loved ones who have passed.

“We hadn’t considered theMemories would be used as a way to augment in-person conversations at a funeral,” explained Eric Bright, CMO of theMemories. “However, we see how the needs of families have evolved recently and that our service can bring the community together in a valuable way to help in the grieving and healing process.”

theMemories originally served as a more viable option to traditional obituaries, where family and friends can pay tribute to their lost loved ones without limitations on word count or photos. Now, theMemories also brings people together to express words of condolences, share fond memories and even say goodbye to their loved ones in the absence of holding a traditional service.

In addition, during this time when families face unexpected challenges due to the pandemic, theMemories has made their services more openly available by waiving all costs to create tribute pages for loved ones.

“We understand how hard it can be to lose a loved one in these unique times,” said Greg Peterson, President of theMemories. “The founding principle for our business is to serve the community and we felt that making our service temporarily free during this time of crisis was a small way we could offer our help.”

The current pandemic has touched almost every aspect of normal, daily life. But even with social distancing measures and limitations, existing technologies such as theMemories can be used in new ways to improve people’s lives — perhaps even positively impacting the future of funeral services. To learn how to create a free tribute page, visit theMemories.com.

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