

STATEN ISLAND FUNERAL DIRECTOR SHARES BABY BOOMER TRENDS IN MEMORIALIZATION AND FAMILY PARTICIPATION

Staten Island, NY – April 28 -- Baby boomers are setting trends for personalized funeral services according to Matthew Scamardella, president of the Matthew Funeral Home in Staten Island. “We’re seeing more and more requests for unique memorializations when baby boomers prearrange their funerals. We also see increased participation by families such as eulogies, creating video life tributes and bringing in memorabilia such as sports equipment. I think this trend is due to the depersonalization we see in society today. When boomers pass away, they want to be remembered and have their life celebrated.”

Scamardella shared his insights on the new funeral service trends on May 1 and 2 at a special educational networking program with fellow funeral director members of the Selected Independent Funeral Home organization. Attendees came from as far away as Indiana, North and South Carolina, Ohio, upstate New York, Pennsylvania and Massachusetts. He also discussed progressive, therapeutic concepts with regard to the wake period, religious service and committal thus making funerals more meaningful for the living as well as planting seeds of healing.

Also a member of the New York State Funeral Directors Association, Scamardella has been a licensed funeral director since 1972. The family-owned Matthew Funeral Home and Cremation Services has been serving the Staten Island community for more than 30 years.

Selected Independent Funeral Homes is a worldwide professional association of approximately 1,500 independent, locally-owned funeral homes. Membership is by invitation only. Members operate under the strictest standards and best practices to give families confidence, and preserve their trust during times of need. The association hosts a Website at www.selectedfuneralhomes.org.

Founded in 1889, NYSFDA’s mission is to promote the highest standards of funeral service to the public and to enhance the environment in which its members operate. More than 800 member firms and 3000 licensed funeral directors who operate across the state belong to the New York State Funeral Directors Association. In addition to maintaining a Website at www.nysfda.org, NYSFDA also published a newspaper column “Transitions” and brochures which educate and inform consumers about end-of-life issues.

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Editor’s Note: For more information or to request an interview, please call Matthew Scamardella at 718-761-5544 or Vera Nuspliger at 518-882-9816.