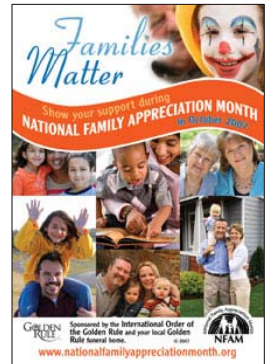




FOR IMMEDIATE RELEASE

**AURORA CASKET COMPANY AND FUNERAL SERVICE FOUNDATION LEND SUPPORT TO OGR AWARENESS PROGRAM FOSTERING “FAMILY APPRECIATION”**

ST. LOUIS — June 4, 2007 — The International Order of the Golden Rule (OGR) has received support from Aurora Casket Company and the Funeral Service Foundation for its community awareness program, National Family Appreciation Month (NFAM). The annual program, which launched last year, will be observed this October by OGR members throughout the United States and Canada. The theme for the 2007 program is “Families Matter.” Members will conduct public relations activities, student writing contests and other events to foster “family appreciation” in their communities.



“NFAM has proven to be a great boon to the association and to the membership at large,” says Robin L. Williams, OGR president. “The effect last year’s campaign had on local communities was amazing. We had members being honored by their mayors, schools holding special ceremonies and members receiving significant, positive press coverage. The program more than lived up to its goal of creating awareness of family as our most important resource.”

“We expect NFAM to build on the momentum begun last year,” adds William A. Edmunds, OGR executive director. Members have a lot of flexibility in how they conduct their campaign, making NFAM an accessible venture and an excellent way to demonstrate the Golden Rule.”

The 2007 campaign consists of three basic parts: 1) A promotional campaign, with resources provided to help members publicize “family appreciation” and their Golden Rule firms. 2) A high school student writing contest, with member-run local contests and a national winner who will receive a \$5,000 college scholarship. 3) And a charitable giving component for members wishing to hold fund-raisers for family-support organizations. Members choose the activities in which they wish to participate.

The 2007 scholarship is being funded for the second consecutive year by Aurora Casket Company. “We are 100 percent committed to NFAM,” says Jason Barrott, corporate secretary/director of marketing development, “and proud and excited to have the opportunity to again support OGR’s efforts.”

(more)

## **NFAM Campaign**

### **Add one**

In addition to Aurora's funding of the scholarship, the Funeral Service Foundation has awarded a grant of \$2,500 to fund materials related to the 2007 NFAM campaign, recognizing how the program "fosters a positive image of the funeral industry and respect for the funeral profession," notes Foundation Coordinator Melinda J. Mueller.

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Headquartered in St. Louis, the International Order of the Golden Rule is one of the world's largest professional associations of local, family owned funeral homes whose members are dedicated to offering reliability, fair pricing, and dignified, caring service to families "by the Golden Rule." For more information, contact Janet Protzel, director of communications, (800) 637-8030, x108, [jprotzel@ogr.org](mailto:jprotzel@ogr.org). Visit [www.ogr.org](http://www.ogr.org) or [www.nationalfamilyappreciationmonth.org](http://www.nationalfamilyappreciationmonth.org) to learn more about NFAM.

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