



## ABOUT THE LOVE ALWAYS PROJECT

The Love Always Project is a movement created to promote discussion about end-of-life issues, provide expert information and encourage people to preplan and pay for their funeral as the ultimate act of love for those they will leave behind. We believe that by helping others accept, embrace and plan for death, we can find peace with our own mortality—while easing the pain of loved ones.

As part of our mission to encourage funeral preplanning as a final gift to a family well-loved, we offer expert advice to help individuals and families navigate funeral preplanning as well as grief, loss and bereavement resources.

## PARTNER WITH THE LOVE ALWAYS PROJECT

The Love Always Project is open to media collaborations, including blog features, interviews, podcasts, social media partnerships and other opportunities. Contact Jody at [jodyf@austinwilliams.com](mailto:jodyf@austinwilliams.com) or 631-231-6600 x145 to learn more or discuss partnership opportunities.

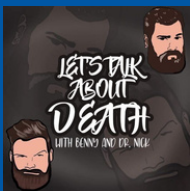
Contact Cyndi Zaweski at [cyndi@cyndizaweski.com](mailto:cyndi@cyndizaweski.com) to learn about social media partnership opportunities.

Contact Michelle Glogovac at [michelle@themlgcollective.com](mailto:michelle@themlgcollective.com) for podcast interview requests.

## FOLLOW US ON SOCIAL MEDIA



## WHO WE'VE WORKED WITH



View our complete list of media, news and press features online at [lovealwaysproject.org/in-the-media](http://lovealwaysproject.org/in-the-media)

[www.lovealwaysproject.org](http://www.lovealwaysproject.org)



## MEET DEAN LAMBERT

Dean Lambert has worked with funeral professionals for nearly 30 years to help them connect and serve the families facing one of the most challenging moments of their lives: the loss of a loved one. As a father who has himself experienced the loss of a child, he knows first hand the grief that clouds the vision needed to honor a life well-lived. Dean is leading the Love Always Project with a team of experienced subject matter experts and people committed to its purpose: encouraging people to think more positively and proactively about end-of-life issues and funeral prearrangement.

Dean's Story: The Effects Of Loss On The Ability To Make “One Chance Only” Decisions About Funeral Planning



## MEET JON LEFRANDT

After more than seven years in real estate, Jon Lefrandt took a leap of faith and began his career in the funeral industry in 2011. Jon experienced the passing of his father and the emotional stress of planning his funeral — through that experience, and the grief that followed, Jon learned of the need for individualized grief support for families experiencing a loss and the benefits of preplanning funerals.

Jon's Story: How Preplanning Can Avoid Years Of Future Questions And Decisions



## MEET KIM MEDICI SHELQUIST

Kim Medici Shelquist spent nearly a decade on the leadership team of Hospice of Central Iowa. There she learned that at the end-of-life people fear pain and somewhat surprisingly, being forgotten. As humans, we all hold close and treasure the memories of loved ones who have gone before us, but that fear might represent all the unsaid things, untold stories and un-shared parts of our lives -- the ones that make us who we are. Kim is a trusted leader and source in end-of-life care matters.

Kim's Story: The Importance Of Talking About End-Of-Life Decisions Prior To Unexpected Illness And Death