

# Funerals Are Dead.

Public interest is not. Stories about the funeral industry generate significant traffic. Kinwood polled 250 Ontarians on their attitudes and preferences on their end-of-life arrangements. Findings include the following:

## OPEN CASKET?

Preference for end of life arrangements?



## BLACK LIMOS?

Spending money on black limousines?



## FUNERAL SALES?

Funeral Industry cares most about up-selling to families?



## CELEBRATION OF LIFE VS FUNERAL?

Preference for end of life ceremony.



**kinwood**<sup>TM</sup>  
THE CELEBRATION OF LIFE CO.

Kinwood wants to change how we talk about bereavement and legacy in personal terms that go beyond "I'm sorry for your loss". When speaking to someone in grief, say something specific about the person and their life accomplishments.

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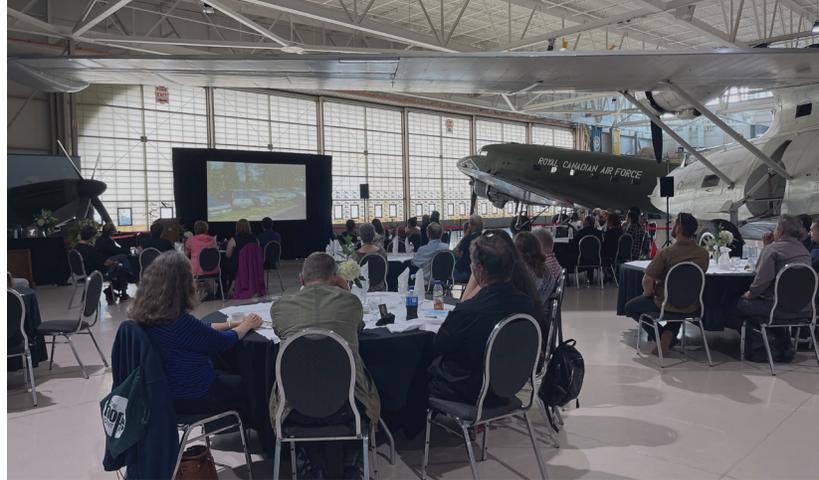
*There truly is no better option for this type of service. Jeff and his team are top notch, in every possible capacity. Talented, conscientious, careful, committed to every detail, and execution of the highest possible caliber. We are so happy that we picked these professionals. Their services have produced a lasting impact on our family and my father's legacy. Thank you a thousand times.*

”

**-JULIE BOND, GOOGLE REVIEW**

# Celebration of Life

Today, many families seek ceremonies that are sophisticated, unique, and meaningful. Kinwood clients prefer the flexibility, and personalization that the big-funeral industry cannot offer. Kinwood produces personalized, authentic Celebration of Life events.



## Film & Oral Histories

These beautiful cinema-grade films can incorporate historical video footage, news clippings, interviews, artifacts and more. Part history, part memories, these first-person & family stories make a generational family gift.

## KINWOOD CUSTOM PROJECTS

### Photo Digitization

Do you need to preserve important family history?  
Do you have an album or box of old family photographs?  
Kinwood will digitize and restore photographs to ensure they are available for future generations.

### Custom Obits

Platitude Free - Kinwood obituaries lead with anecdotes and include stories to form a mini-biography. Quirks, humour, and inspiration - all the things that made the person unique. Kinwood obituaries always include values, places, and accomplishments.

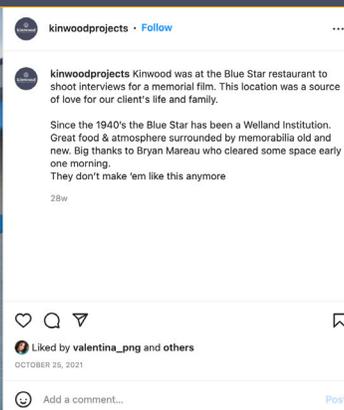
### Custom Legacy Projects

Would you like to keep an important collection but don't have the space? Does a parent's beloved possessions need to be preserved? Kinwood can immortalize private collections for future generations.

**OUR  
SOCIALS**  
@kinwoodprojects



Kinwood at Blue Star



# Funerals Are Dead.

## Kinwood submits evidence to Competition Bureau and calls for regulatory overhaul of funeral industry

May 24, 2022 /CNW, Toronto, ON

Kinwood, The Celebration of Life Co, announces it has submitted evidence to the Competition Bureau that shows the commercial funeral industry, and its regulator are stifling competition in the funeral sector. While the Bereavement Authority of Ontario (BAO) is supposed to be the regulator that protects consumers, the evidence submitted by Kinwood shows that the BAO Board is controlled by funeral industry insiders and has established unfair barriers to limit bereavement choices for consumers.

*"The funeral & bereavement business is a mix of vulnerable clients, a predatory business model, and old-school funeral companies, all overseen by a regulatory body that seems stuck in the 1950's. This industry has not evolved in the face of major declines in funerals, burials, and religious participation. For families, the funeral industry is like a conveyor belt, and once someone dies, it's difficult for clients to get off these pre-selected services with pre-selected companies,"* - said Jeff Corcoran, CEO of Kinwood, the Celebration of Life Company.

### COMPETITION BUREAU SUBMISSION

On May 20 - Kinwood submitted evidence to the Competition Bureau. The submission referenced recent consumer research:

- Only 24% want a funeral vs 47% for a Celebration of Life
- Only 12% wish for an open casket service
- Cremations 75% vs 25% burial
- 87% agreed that the Funeral industry cares most about up-selling to families
- Additional public information shows a majority of the BAO Board has an interest in the funeral sector.

*"While the funeral industry has not evolved in over a century, society has changed, and so have the values and attitudes around death and bereavement. The BAO regulations encourage families to use old-school funeral companies for event, flower, obituary, and other commemoration services.*

*Many funeral companies receive commissions for these types of service referrals" - said, Jeff Corcoran, Founder of Kinwood, The Celebration of Life Company.*

### THE FUNERAL REGULATOR

In December 2020, Ontario's Auditor General found widespread use of high-pressure sales tactics in their critical audit of the BAO and funeral industry. *"In my view, many of the BAO regulations are not really about consumer protection but are used to insulate the industry from outside competition,"* - said Jeff Corcoran.

The Auditor-General recommended specific changes to the makeup of the BAO Board. In March 2022 the BAO issued its response: *"The Board agreed that it is not necessary to appoint or identify a specific director on the Board whose unique mandate is to advocate for consumers as all Directors see themselves as representing consumers."*

*"As long as the industry is still in control of the regulator, real reform in the funeral industry cannot happen,"* - said Jeff Corcoran, Founder of Kinwood, The Celebration of Life Co.

### ABOUT KINWOOD

Founded in 2021, Kinwood, the Celebration of Life Co. is the leader in modern bereavement services. Kinwood collaborates with families to honour lives through celebration of life events, films, and custom projects. Kinwood produces modern Celebration of Life events and short-film biographies. These custom film projects can preserve important family histories and can be a generational family heirloom.

[www.kinwood.ca](http://www.kinwood.ca)

### MEDIA CONTACT

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