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Alternative Solutions USA Receives a “Keeping It Personal” Award

STERLING, VA (February 10, 2011)—Alternative Solutions USA based in Spring Valley, California, has won First Place in the International Cemetery, Cremation and Funeral Association’s 2010 KIP (Keeping It Personal) Awards, recognizing the best in personalization in the cemetery, funeral service and cremation profession.

Created by the ICCFA Personalization Committee, the KIP program honors recipients in five categories. Alternative Solutions USA was honored in the Innovative Personalized Product category.

Alternative Solutions USA is a non-profit program that recycles implants left after cremation and generates substantial funds for numerous U.S. charities such as The Unforgettables, which has so far received over \$16,000 to assist low-income families in providing a dignified and appropriate burial for their children who have died.

The ICCFA's 2010 KIP Awards contest drew 52 entries from across North America and abroad. Marketing and communications professionals from outside the cemetery and funeral service profession performed the judging.

Judges were impressed with the creativity and compassion displayed by Alternative Solutions USA. One judge commented that the company presents "a very impressive organization with a great mission that fulfills a niche." Another judge described the products as "turning 'waste' into something useful for those in need."

"We were extremely pleased with the broad range and high quality of entries to the KIP Awards program this year," said Steve Bittner, chair of the ICCFA's Personalization Committee. "The staff at Alternative Solutions USA demonstrate a strong commitment to personalization, to serving the community and to providing caring, meaningful services to families in their time of need. They are true leaders within our profession and are very deserving of this prestigious award."

All KIP Awards recipients will be recognized at the ICCFA 2011 Annual Convention & Exposition, March 8-11 at Mandalay Bay Resort & Casino in Las Vegas, Nevada, and in *ICCFA Magazine*.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, cremation funeral and memorialization industry. Its membership is comprised of over 7,500 cemeteries, funeral homes, memorial designers, crematories and related businesses worldwide.

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