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New ASBA Member Benefit Helps Ease Burden During Mourning

FOR IMMEDIATE RELEASE: Chicago, IL - September 13, 2011 - The American Senior Benefits Association, (ASBA), today announced a new member benefit designed to help members through one of life's most difficult experiences. ASBA is now partnering with Grateful Memories®, an organization that helps family members create lasting memory booklets, funeral programs and prayer cards.

When a loved one passes away, planning a funeral can take an emotional toll on the survivors. Arranging a service, writing an obituary, choosing display photos for the wake, and all of the other attendant responsibilities can leave little time to create a lasting memorial. Grateful Memories® provides a simple, yet polished, way to design that lasting remembrance. An easy-to-use online tool guides users through navigation of pre-built templates, allowing them to upload photos and choose poems or verses to create an enduring tribute. Users can also create their own format if they choose. Booklets can then be printed at home or professionally printed by Grateful Memories®.

Grateful Memories® offers a Pre-Plan option providing an opportunity for a loved one to choose favorite scripture, hymns and poems to include in the memorial booklet.

ASBA members will receive a \$15 discount on every order.

"When a loved one passes away, family members can be overwrought and ill-equipped to manage the details that funeral planning necessitates", said Bill Hill, Sr., ASBA's President and Chairman of the Board. "Grateful Memories® can help ASBA members easily create a lasting memorial booklet that can be cherished for years to come."

Grateful Memories® products can be created by family members or by the funeral directors who plan the services.

For more information on Grateful Memories® products, please visit the ASBA website at www.asbaonline.org.

The American Senior Benefits Association (ASBA) is a 501(c)(3) not-for-profit association where membership is completely free. ASBA is committed to lifestyle enhancement through benefits, advocacy and education for the over-50 population. ASBA concentrates its efforts on the issues that are of greatest concern to its members. Through its partners and programs, ASBA members receive news and information, product and service discounts, as well as other benefits. Current ASBA membership stands at over 700,000 nationally.

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