

ROY ROGERS AND OTHER WESTERN HEROES Will the Baby Boomers Come?

Heritage Funeral Home is an Event Place !

Our ultimate goal is to bring families to our facility and to serve them with care and dignity. We are the newest funeral home in our area and have not had the family tradition of Heritage being <u>their</u> funeral home.

In order to introduce ourselves to families in a positive way, we are providing Memorial Weekend memories that our *Baby Boomers* and their families will never forget. They are the target market that we want to address. They are the consumers with the greatest numbers and the finances. They are the ones we want to impress with the importance of funeral or memorial services and memorializing their loved ones. An internet quote, "Put Boomers into your 2010 plan and demonstrate you've got 2020 foresight".

The Baby Boomers, 1946 – 1964 are 40% of the adult market and they are the crowd that will grow 21% in the next 10 years. They were raised in front of their TVs so we appeal to their sense of nostalgia. 40% of them are grandparents who would like to introduce their grandchildren to the things of their youth. That is why we chose Roy Rogers and Other Western Heroes for our 2010 Memorial Weekend great event.

Roy Rogers and Other Western Heroes triggered many memories of the approximate 5,000 folks that came through our doors Memorial Weekend, 2010. Grandparents and parents were showing with excitement, for instance, the Roy Rogers and Dale Evans lunch boxes. "I had one just like that!" The large display of memorabilia brought so many like comments. It was fun listening to the reminiscing!

We have gotten the reputation of being the "Barnums" of the funeral business. To us, that is a positive comment! Each year we present a notable figure and expand on that with props, memorabilia that triggers the emotions and memories as well as providing educational information. Our events are planned to appeal to people of all ages so that it is truly a family event. Doug Clark, a local newspaper columnist, even wrote an article about our family appeal.

Because of our Memorial Weekend events and the other community events which are held in our facility, the funeral home is no longer just a sad place but one which recognizes the joys of life as well.

Wrap Memorial Weekend up along with America and Apple Pie and it has become a tradition in our locale, one which folks are excited about coming to each year.

We make it a day to remember those who protect our country, our Veterans, our loved ones who have died and also the memories of what and who has made our country so special! Roy and Dale Evan Rogers and other Western Heroes are a part of those who have shown us the goodness of life and family.

Benefits? The staff working together to provide a major event for the community that brings untold numbers through the doors of Heritage Funeral Home!

