

FOR IMMEDIATE RELEASE

Kingston gets the first look at a new chapter in funeral service

The Memorial Collective introduces a new world of choice through memorial art, products, public education and connected technology

KINGSTON, ONTARIO: Before the world sees it, Kingston will see it first. On Tuesday, October 13, The Memorial Collective will welcome its hometown community to explore new possibilities for honouring a life and supporting the funeral professionals who help families navigate loss.

Born out of lived experience, The Memorial Collective brings together leaders, artists, creators, vendors and manufacturers from across the funeral profession. Its roots stretch from the front lines of funeral service to the frontier of innovation, with a shared commitment to listening and responding to the changing needs of families.

The Kingston Preview will bring that work together in one place. Guests will discover memorial art that can incorporate a measure of a person's cremated remains, music composed from DNA through Life's Song, distinctive memorial products, and previews of technology being developed to support funeral homes.

"Innovation in funeral service is not new in Kingston. For 25 years, we've led technological advancements across North America. Our award-winning efforts now champion our greatest chapter yet - "The Dawn of a New Era in Funeral Service" on a global scale. Our never seen before patented products, technology, and business models will help change the space and change lives. And before the world sees it – Kingston will see it first," said Kevin Montroy, Founder & Visionary of The Memorial Collective.

At the heart of the company's public education work is Reimagining What's Possible™, a campaign designed to introduce people to meaningful choices before decisions become urgent and connect them with local funeral homes.

The aim is to give families more time to understand what feels right for them, while expanding the resources funeral professionals can draw on. That relationship can begin

before a loss and continue long after the funeral, with more ways for extended family and friends to participate in honouring a life.

The Memorial Collective's product lines are designed to spark conversations and recognition: "This really feels like them." Alongside those creations, the company is bringing suppliers and funeral homes together to make meaningful options easier to discover.

Technology is another part of that vision. vigil.ai, currently in development, is designed to connect funeral professionals with agentic tools and systems that reduce repetitive administrative work and create more time for funeral professionals to be with the people they serve.

The public preview runs from **4:00 to 6:00 p.m. at Fractal Workspace, 623 Fortune Crescent #100, Kingston**. Opening remarks begin at 4:00 p.m., followed by time to explore the collection, meet the team, enjoy cocktails and hors d'oeuvres, and watch Memorial & Life Artists create artwork using mock cremated remains.

A dedicated **media preview takes place from 2:00 to 3:00 p.m.**, with opportunities to speak with the founders and team, explore the displays and arrange interviews.

Media can confirm attendance and request interviews by emailing kelsey@thememorialcollective.com. Guest registration is available at thememorialcollective.com/kingston-preview.

About The Memorial Collective

The Memorial Collective brings public education, meaningful creations and connected technology together to expand what's possible for families and funeral homes. Based in Kingston, Ontario, it draws on experience across funeral service, technology, art and innovation to introduce a new world of choice and strengthen the professionals who guide families through it.

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