**Instructions:**

1. Insert your own quote into the press release and change any highlighted text.
2. Please send your affiliate manager or [marketing@legacy.com](mailto:marketing@legacy.com) a copy of the finalized press release before you send it out so that we can better understand how and when it is being used.

**Newspaper launches Next Generation Obituary, a premium online obituary with a new design and added features.**

LOCATION – With the recent launch of Next Generation Obituary, a new and premium online obituary, Newspaper Name has become the pre-eminent destination to place an obituary in the area. Next Generation Obituary includes a new design and many added features that families, readers and funeral homes have requested and value to better honor, remember and share a legacy. The site continues to include the most-compelling collection of news and content, with the centerpiece being the new obituary and Guest Book format that honors the lives of city name's residents as never before.

“Readers are looking for a more-connected, more-expressive relationship in honoring a loved one who has passed,” says \_\_\_\_\_\_\_\_\_\_ of Newspaper Name. “For our readers in the city name area, Legacy has created a solution that makes that memorial an easier, fluid and more complete experience.”

In addition to all the existing features and benefits that readers expect, all Next Generation Obituaries will provide the following:

* **A dynamic new design benefits families**. The redesigned obituary puts the emphasis on the deceased so that families can honor a loved one’s memory as never before.
* **The Guest Book remains online permanently.** The Guest Book also has been redesigned and will remain online permanently without the need for additional sponsorships. All Guest Book entries, including photos and videos, are screened by an experienced and specially trained team.
* **Easily upload photos and videos to a gallery.** Readers can upload photos and videos to remember a loved one, or record a video condolence message to the family.
* **Funeral home service information is prominently displayed.** Readers can quickly and easily see funeral home and service information, with the option of importing it into their personal calendar.
* **An innovative “Listen to Obituary” audio feature is geared to today's users.** Listening to the obituary on the go or at a computer benefits users on all devices – desktop, tablet and mobile.
* **Send flowers and/or make a charitable donation.** Readers also benefit from links to send flowers directly to the funeral home or donate to the charity of choice in memory of a loved one.

Next Generation Obituary is designed to strengthen the valued relationship that Newspaper Name has with their funeral home partners by providing funeral homes a prominent place to feature their brand and promote their services.

Newspaper Name developed this new site in collaboration with Legacy.com, employing the Next Generation Obituary platform. Legacy’s innovative, new online obituary platform has launched in a number of markets across the United States, dramatically increasing user engagement for newspapers, strengthening funeral home relationships and bringing added value and connection for mourners and visitors alike. Newspaper Name and Legacy.com offer a powerful partnership with a national platform that allows readers from across the country to access obituaries, sign the Guest Book, share remembrances and reconnect with friends and loved ones. For more information and to see the new obituary site, visit website URL.

**About Newspaper**