



Everdays® Joins Selected Independent Funeral Homes' Preferred Partner Program

Everdays To Offer Selected Members Free Access to its Premium Program For An Entire Year

DETROIT (June 13, 2019)— [Everdays](#), the social platform that builds communities around milestone life events, today announced it has joined [Selected Independent Funeral Homes'](#) ("Selected") Preferred Partner Program at the Advanced Level. To welcome Selected members to the Everdays platform, the company is offering exclusive access to Everdays Premium at no charge for an entire year.

Everdays was vetted by a committee of Selected members for the Preferred Partner Program, and the organization's unique platform was a key reason it was chosen. The only online and mobile solution of its kind designed to bring people together after the loss of a loved one, Everdays helps client families share the news of a passing and quickly build a community of support. Families can send notifications via personalized text and email and invite family and friends to join their Everdays personal network. Here, they can broadcast service details and important updates within a dedicated space where loved ones can share private condolences, memories and photos.

Everdays puts the funeral home at the center of each community that gathers around a passing before, during and long after services have concluded. Selected members will enjoy access to Everdays Premium features at no charge for one year, providing them with valuable integrated marketing services like generating Google reviews, putting the funeral home's tribute store directly on every Announcement to drive greater flower and keepsake sales, and preferred ranking in Everdays search results.

"As one of the earliest adopters of the Everdays platform, I know from personal experience that this partnership is a powerful combination for Selected members," said Michael Schoedinger, president of Schoedinger Funeral and Cremation Services, who is a Selected member and the largest funeral services provider in Ohio, with 15 locations. "Everdays offers an outstanding platform that helps funeral homes maintain relevant, valuable relationships with client families, and this special offer is a tremendous value."

A worldwide independent funeral home network, Selected serves nearly 1,400 members in the U.S., Canada, Europe and South Pacific with resources and support to grow their businesses and serve families and individuals with compassionate care and professional integrity. The exclusive, invitation-only Selected membership includes access to Preferred Partners, which offer premium services and product discounts for members.

“Everdays has already connected more than three million family and friends to provide support for loved ones in their time of need, and we’re extremely pleased to welcome this innovative service into our Partner Program,” said Robert Paterkiewicz, Selected’s executive director and CEO. “This modern approach to family support will allow our member homes to strengthen ongoing relationships with client families and their communities and also grow their businesses and brands.”

“Selected members are some of the most highly regarded in the industry for their exceptional service, integrity and progressive family support services,” said Mark Alhermizi, founder and CEO of Everdays. “We’re extremely pleased to offer these outstanding homes our Premium-level access, helping them to better serve families with a modern approach that also elevates the home’s brand exposure and value in their community.”

ABOUT EVERDAYS

Everdays is the largest and fastest-growing social platform that builds communities around milestone life events. The platform provides free memorial announcements and keeps users up to date about deaths in their life’s network, enabling them to share memories, support and condolences when loved ones need it most. Everdays gathers large communities of family and friends around each passing and puts deathcare professionals at the center of the conversation. The platform allows these professionals to build relationships with key audiences, utilizing cutting edge technology to bring communities back to the honored traditions of funeral gatherings. With Everdays, deathcare professionals gain the ability to serve the entire community while growing their business in an entirely new way and with an audience they’ve never reached before. To learn more visit www.everdays.com.

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