



107 Carpenter Drive, Suite 100  
Sterling, VA 20164  
1.800.645.7700  
703.391.8400  
Fax: 703.391.8416  
[www.iccfa.com](http://www.iccfa.com)

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For More Information, Please Contact:  
Pamela Brown  
[pam@wiltoncongregational.org](mailto:pam@wiltoncongregational.org)

## **Hillside Cemetery Receives a “Keeping It Personal” Award**

**STERLING, VA (March 1, 2022)**— Hillside Cemetery from Wilton, Connecticut, has won Honorable Mention in the International Cemetery, Cremation and Funeral Association’s 2021 Keeping It Personal (KIP) Awards, recognizing the best in personalization in the cemetery, funeral service and cremation profession.

Created by the ICCFA Personalization Committee, the KIP program honors recipients in three categories. Hillside Cemetery received Honorable Mention in the Event Cemetery Category. The ICCFA’s 2021 KIP Awards contest attracted entries from Brazil, Guatemala, and the United States. Professionals from outside the cemetery and funeral service profession performed the judging.

To safely engage the local community, and to tie-in with the 100-year anniversary of Women’s Right to Vote, Hillside Cemetery’s Executive Administrator Pamela Brown created Champions of Change: A Celebration of Women’s History. This self-guided walking tour recognizes local women and their significant contributions to Wilton and beyond. By walking this new annual tour, you’ll meet women who will not only educate, but inspire you to realize the power within you to help make your community the place you want it to be now and in the future.

All KIP Awards recipients will be featured in future issues of *Memento Mori*, the ICCFA’s official publication. Winners and honorable mentions are being featured during the KIP Award and Executive Certification Awards on Thursday, March 24 from 8:30 – 9:00 AM. at the 2022 ICCFA Annual Convention & Exposition in Las Vegas, Nevada on March 22 – 25. The ICCFA congratulates this year’s winners for their commitment to honoring the life stories of the families they serve. More information on the winners is available on the ICCFA website at [www.iccfa.com/kip](http://www.iccfa.com/kip).

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Founded in 1887, the International Cemetery, Cremation and Funeral Association (ICCFA) is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization industry. The association is comprised

of more than 10,000 members in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.