



PRESS CALL AND RELEASE

Launch: Living Legacy, a new choice in memorialisation

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Founding partners:



The Greater Metropolitan
Cemeteries Trust
Lasting memories, peaceful places.



STRICTLY EMBARGOED TO THE PUBLIC UNTIL WEDNESDAY MAY 18

Event details:

Date: Wednesday 18 May

Time: 2.30 - 4pm

Where: The Greater Metropolitan Cemeteries Trust head office, Fawkner Memorial Park, 1187 Sydney Road, Fawkner.

Media pre-registration: Euphemia Russell, Media and Communications, Living Legacy:

Euphemia@livinglegacyforest.com.

Living Legacy, in partnership with the Greater Metropolitan Cemetery Trust (GMCT) and Greenfleet, invite media to attend the showcasing and public release of the Living Legacy Forest - a new form of memorialisation through urban community reforestation.

After two years of research and scientific testing the Melbourne based team developed the patented LL.Thrive™ formula that transforms cremated remains into nutrients that grow Living Legacy Trees. Living Legacy is launching in cemeteries across Melbourne's north, east and west with founding partner the Greater Metropolitan Cemeteries Trust.

This new choice creates a real 'living memorial' for the individual, and with community support has the potential to create urban forests in increasingly urbanised cities.

"Living Legacy offers individuals an exciting new initiative when considering memorialisation options and their personal legacy. It creates an attractive, respectful and affordable local option for people in Metropolitan Melbourne, and other cities in the future", said Warren Roberts, Living Legacy Founder.



Living Legacy, in partnership with Greenfleet, the Gold Standard Australian planting organisation, will lead reforestation in Australia. “For every Living Legacy tree planted in a cemetery, Living Legacy will donate an additional 200 trees as part of the person’s legacy forest impact, locally and abroad, which produce more oxygen than a person breathes on average over a lifetime. These trees reforest cities and the planet for the generations to come”, says Roberts.

Living Legacy Trees and more information on LL.Thrive™ solution and are available to the public May 18: www.livinglegacyforest.com.

Event spokespeople:

Warren Roberts – CEO and Founder, Living Legacy

Warren envisioned and created Living Legacy after he lost a close friend. He was inspired to create a pathway for people to connect to nature through grief.

Dr Mary Cole – Lead Scientist for LL.Thrive™

Mary is a well-known academic and plant pathologist who is nationally and internationally recognised expert in the management of the fungal pathogen, Botrytis Cinerea. She has led the development of LL.Thrive™ with her team in Melbourne. Dr Mary Cole has been selected by International Worldwide Branding Who's Who as the Executive, Professional, or Entrepreneur (EPE) of the year 2015-2016.

Jacqui Weatherill – CEO of Greater Metropolitan Cemetery Trust

Appointed Chief Executive Officer of the Greater Metropolitan Cemeteries Trust (GMCT) in 2012, Jacqui has previously held a range of dynamic senior executive roles within the public sector, most recently as Director Community Development at the City of Boroondara. She also has extensive experience as a senior consultant and facilitator, including with the Centre for Leadership and Management, and is a member of Parks and Leisure Australia (PLA), and the Cemeteries and Crematoria Association of Victoria (CCAV).

Justin Glass- Corporate Partnerships, Green Fleet

Justin brings a strong academic and practical background in conservation, carbon management, agriculture and community development to guiding innovative projects from initiation to delivery and assessment. Having worked at senior and board levels in for-profit and not-for-profit organisations, he brings extensive problem solving expertise to challenges with understanding of what it takes to fulfill a vision.

Media interviews:

Warren Roberts, Founder / CEO of Living Legacy: 0439 927 736