



Service Corporation
International

Service Corporation International Sponsors Donate Life's "Light In The Darkness" Float At The 131st Rose Parade®

Floragraph Finishing Events Across the Nation Honor Donors

HOUSTON, Dec. 19, 2019 /[PRNewswire](#)/ -- Service Corporation International (NYSE: SCI), North America's largest provider of funeral, cremation and cemetery services, and its brand, Dignity Memorial®, are pleased to announce their twelfth year as a major sponsor of the Donate Life float that will appear in the 131st Rose Parade® on Jan. 1, 2020 in Pasadena, CA.

For the past 12 years, SCI has participated in Donate Life's annual tribute to organ, eye and tissue donors, and has helped many client families honor their loved ones with a portrait featured on the Donate Life float. Underscoring the importance of organ donation, these portraits, called "floragraphs," are made of flowers, seeds, beans and other natural materials. Living donors and recipients also bring the float to life by riding or walking beside it during the Rose Parade.

"We are honored to sponsor this amazing float, and advocate for the importance of organ donation," Eric Tanzberger, senior vice president at SCI. "We are proud to assist these remarkable families in celebrating the lives of their loved ones who gave the ultimate and cherished gift of life upon death."

In preparation for the Rose Parade, Dignity Memorial locations across the country hosted floragraph finishing events in the weeks leading up to the parade.

- Dignity Memorial Providers of Las Vegas and the Nevada Donor Network honored donor Jacob Jimmerson.
- Dignity Memorial Providers of New Jersey and the New Jersey Sharing Network honored donor John Cuffe.
- Dignity Memorial Providers of Atlanta and LifeLink honored donor Imma Lockredge.
- Dignity Memorial Providers of Sacramento honored donor Loren Leighton.
- Dignity Memorial Providers of Orlando and OurLegacy honored donor Michael Brown.
- Dignity Memorial Providers of Houston and Life Gift honored donor Cassidy Hess.

At the events, family and friends paid tribute to their loved ones, who had made organ, eye and tissue donations, by putting the finishing touches on their floragraph portraits.

About Service Corporation International

Service Corporation International (NYSE: SCI), headquartered in Houston, Texas, is North America's leading provider of deathcare products and services. At September 30, 2019, we owned and operated 1,477 funeral service locations and 483 cemeteries (of which 290 are combination locations) in 44 states, eight

Canadian provinces, the District of Columbia, and Puerto Rico. Through our businesses, we market the Dignity Memorial® brand, which offers assurance of quality, value, caring service, and exceptional customer satisfaction. For more information about Service Corporation International, please visit our website at www.sci-corp.com. For more information about Dignity Memorial®, please visit www.dignitymemorial.com. As used herein, "SCI" or the "Company" refers to Service Corporation International and all of its affiliated companies.

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