



Service Corporation  
International

# Service Corporation International Sponsors Donate Life Float at the 128th Rose Parade®

## Floragraph Finishing Events Honor Donors and Raise Awareness of Organ Donation

HOUSTON, Dec. 23, 2016 (GLOBE NEWSWIRE) -- Service Corporation International (NYSE:SCI), North America's largest provider of funeral and cemetery services, and its brand, Dignity Memorial®, are pleased to announce their ninth year as a major sponsor of the Donate Life float that will appear in the 128<sup>th</sup> Rose Parade® on January 2, 2017.

Since 2009, SCI has participated in Donate Life's annual tribute to organ, eye and tissue donors, and helped 43 client families honor a loved one with a memorial portrait featured on the Donate Life float. These portraits, called "floragraphs", are made primarily of flowers, seeds and other natural materials.

The Dignity Memorial locations honoring donors with a floragraph sponsorship this year include:

- Dignity Memorial Providers of Detroit honored donor Gary Terreault, age 61.
- Goble Funeral Home and the Dignity Memorial Providers of New Jersey honored donor Isak C. Anderson, age 14.
- Palm Mortuaries and Cemeteries, Las Vegas, honored donor Russell Slouffman, Jr., age 21.
- Moore Funeral Home and Memorial Gardens, Arlington, Texas, honored donor Philip John (P.J.) Wolf, age 8.

In preparation for the Rose Parade float, these Dignity Memorial locations hosted floragraph finishing events in the weeks leading up to the parade. 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 memorial portraits.

"The Donate Life Rose Parade float helps raise awareness of the important cause of organ donation and helps our client families celebrate the lives of their loved ones while healing during a time of loss," said Phil Jacobs, senior vice president and chief marketing officer at SCI. "We are honored to once again support Donate Life's mission of increasing the number of organ donors around the country to help save lives."

## About Service Corporation International

Service Corporation International (NYSE:SCI), headquartered in Houston, Texas, is North America's leading provider of death care products and services. As of September 30, 2016, SCI operates 1,531 funeral service locations and 471 cemeteries (including 262 combination locations), which are geographically diversified across 45 states, eight Canadian provinces, the District of Columbia, and Puerto Rico. Through its businesses, SCI markets the Dignity Memorial® brand which offers assurance of quality, value, caring service and exceptional customer satisfaction. In January 2016, SCI was presented with the J.D. Power President's Award in recognition of an ongoing dedication to service excellence including quality

improvement, customer satisfaction and the development of enduring client relationships. For more information about Service Corporation International, please visit [www.sci-corp.com](http://www.sci-corp.com). For more information about Dignity Memorial, please visit [www.dignitymemorial.com](http://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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