

# Don't Plan to Die?

## \*\*\*\*\*News Flash\*\*\*\*\*

# Despite Medical Advances, Humans Still Have a 100% Mortality Rate

**Yet, only 25% to 30% of adults undertake any end-of-life planning – wills, advance medical directives or funeral planning. Why the disconnect?**

End-of-life planning is the “elephant in the room” for many families. Gail Rubin, The Doyenne of Death®, says, “Talking about sex won’t make you pregnant, talking about funerals won’t make you dead – and the family benefits from the conversation.” Families can reduce stress, minimize conflict, save money and create a meaningful, memorable “good goodbye.”



Gail Rubin is a Certified Thanatologist – that’s a death educator – who speaks with humor and shows funny films to help break the ice about end-of-life issues. She’s the host and author of the award-winning TV

series and book, *A Good Goodbye: Funeral Planning for Those Who Don't Plan to Die*.

A pioneer of the Death Café movement in the U.S., she’s also a Certified Funeral Celebrant, Internet radio show host, insurance agent, and a breast cancer survivor. She helps run a historic cemetery in Albuquerque, New Mexico and has washed and dressed bodies for burial.

She has been interviewed nationally on CBS Radio, WGN-TV, local affiliates for ABC, CBS, NBC, FOX, and National Public Radio, and many independent radio stations. *Money Magazine*, *Kiplinger Retirement Report*, *Entrepreneur.com*, *MSN.com*, *Bankrate.com*, *American Funeral Director*, *Mortuary Management*, the *Denver Post*, the *Albuquerque Journal*, and many other publications have featured Ms. Rubin.

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### Topics of discussion/ story ideas:

- Why we avoid discussing end-of-life issues:  
*The Terror Management Theory*
- New trends: life celebrations, green burial, home funerals, alkaline hydrolysis
- Why the national cremation rate is growing and creative options for cremated remains
- *Death Cafes* and *Death Over Dinner* discussions bring dying out of the closet
- Does Medicare improve living or extend dying and at what cost?
- Cremation versus burial – what’s better for the environment?
- Weddings and funerals – would you plan a wedding in only a week?
- Dealing with pet loss, managing funeral costs, anticipating the Silver Tsunami of Baby Boomer deaths and Five Things You Must Know NOW
- Fun facts about Day of the Dead, *Create a Great Funeral Day* and the *Frozen Dead Guy Days* festival