

F. Submit an essay describing an innovative program, service or activity executed by your funeral home. (You are encouraged to describe a program/service other than a personalized funeral service.) The essay must be a minimum of 400 words and will be used to determine recipients of the Best of the Best Award, Richard Myers Pinnacle Award, and Certificate of Honorable Mention.

Muro Natura,

a tribute to life that gives life

- **Construction start date:** August 21st, 2020
- **Construction time:** 15 days
- **Inauguration date:** September 20th, 2020
- **Link of presentation:**
<https://www.youtube.com/watch?v=rQUdWd7r3yU>
- **Gardening:** Isabel Aguilar
- **Extent of call:** 17,286
- **Tributes given to date:** 4 families
- **Bronze plaques placed in the wall:** 150 plaques with 5 names each.
- **Loved ones that are a part of the wall to date:** 750

In Señoriales Corporación de Servicio our mission is to honor and commemorate the memory of the loved ones that are no longer with us, we understand the importance that comes with starting a process of mourning, especially in the moment of loss of a loved one and with the desire of being able to accompany the families in the most significant moments of their lives, we did a tribute of live that we named Muro Natura. Meaning that comes to live through the trails inside the Cementerio Los Parques, where we built a monument of antique style, that has bronze plaques that commemorate the life of love and light that each one of the loved ones that left us in 2020 and didn't get the proper good bye ritual thy wished for.

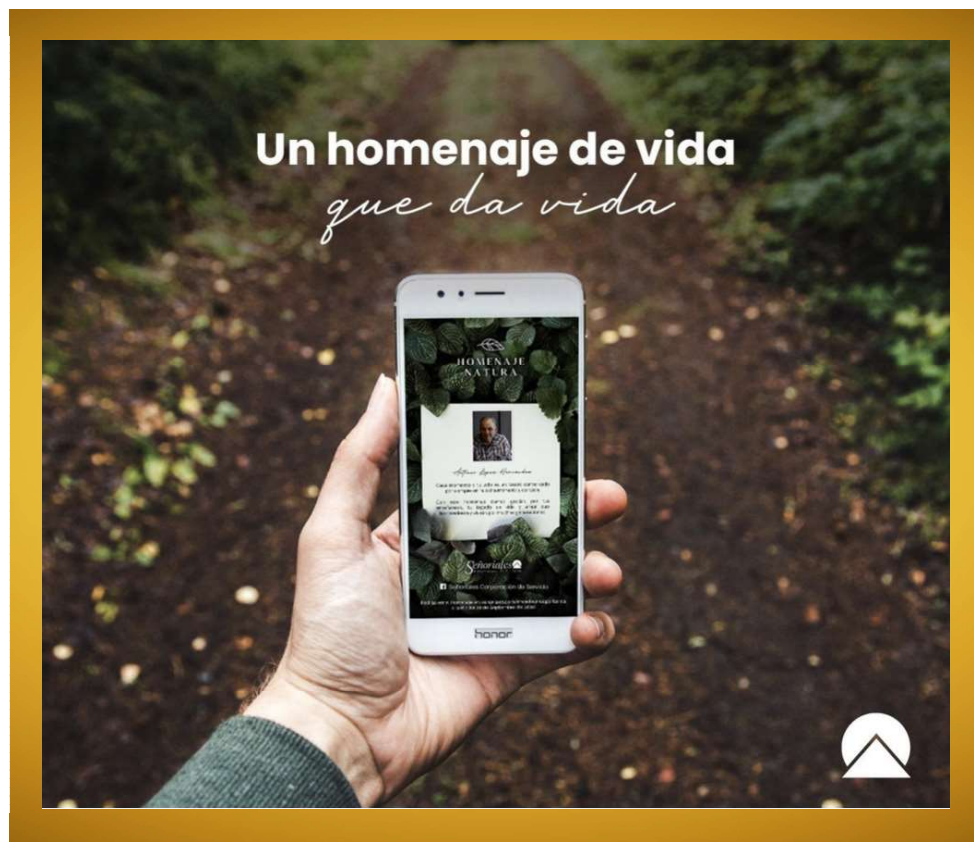
The Muro Natura and the preparation of 2 kilometers of trail in the middle of pure nature was built in record time, working shoulder to shoulder with providers and the support of our collaborators who with passion worked day and night without caring of the inclemency of the weather, sometimes they worked underneath an awning to avoid the rain but keep working towards the goal.





Choosing how to say goodbye to a loved one who passed away is one of the rights with more benefits in the beginning of the mourning process for family and friends, it lets them to accept the reality they are living, it gives them assurance to have a worthy place where they can celebrate life and continue with their roots without mentioning, the warmth of the hugs and other love demonstrations of family, friends and acquaintances. COVID-19 didn't only affect our way of life, it also affect the way we celebrate life once we pass away. Thousands of families in the world weren't able to give their loved ones a worthy farewell given the restrictions each country had, the pandemic has provoked different types of mourning, not only for the loss of a loved one or an acquaintance but also not being close to our loved ones, friends, family and in some cases material losses.

Facing this abrupt break of life, Cementerio Los Parques found an adequate and different way to accompany the families, reaching their homes through social media, to make them participate to pay tribute to the heroes and heroines of each family, with the construction of a wall at the end of a footpath filled with light, peace and tranquility in the middle of nature, surrounded by grand mountains, where the universe is present with air, sun, water and soil, to remind us that life is a journey and the end of it is a new sunrise, the perfect fusion of the melodic sound of birds singing, the music of our marimba and a sweet voice that caressed our thoughts, this came with us in a journey that immersed us in a paradise of the moments shared by their side and in this way celebrate their life.



Through history human beings have chosen walls to develop art manifestations and according to experts art manifestations occur when someone wants to express an important emotion and when words are not enough to represent this emotion.

For Señoriales Corporación de Servicio, Natura is the wall that for generations will perpetuate in a special way the names of thousands of heroes and heroines that during the pandemic couldn't have the farewell their families would've wanted, its imposing shape will guard their story, that will wake the interest of new generations that thrilled will again live invaluable moments with the memories or their loved ones, leaving in their hearts a sentiment of hope and the message to live and celebrate every minute because life is measured in moments.

In spite of the pandemic, the wall is still visited by a lot of families, clients, friends that symbolically visit their loved ones that are a part of the Muro Natura, in some cases their loved ones are in another cemetery, country or city, the families enjoy the natural environment, cozy and peaceful, where their memories are, a tribute of life that gives life, where adults and children have the opportunity to free energy after a long time of confinement.