

DESTINATION® *Destiny*

Resting with Nature...



THERE IS A MOVEMENT AFOOT IN THE FUNERAL INDUSTRY.

It is driven by people who demand to celebrate someone's life in the same distinctive way they lived it.

Final services should no longer be a sterile, distant and a cookie-cutter process of the past. People across the country and the world are longing for a more indelible way of commemorating life.

For the past two years, there has been a surge in requests for specialty funeral services. Within the eco-friendly and natural burial service industry, partnerships are already forming to be a part of peoples' lives in a way that honors who and what they cherish.

NEW OPTIONS EMERGE IN FUNERAL AND FINAL CELEBRATION SERVICES

Destination funeral and resting place services have become a growing need among our mobile and global society. In order to provide coordinated services for destination funerals, three distinct industries must come together to provide a diverse set of needs for these choices.

It is for this reason that Destination Destiny Founder Ed Bixby, expert in natural burial services and owner of Steelmantown Cemetery Company, and his colleagues are developing this unique array of travel and funeral planning services for an ever-increasing need.

Destination Destiny is an organization that provides destination funeral and life celebration services. It does so by conjoining funeral services with specialty resting place locales, travel agencies and event planning professionals to offer packaged services for destination funerals, memorials and other life celebration events.

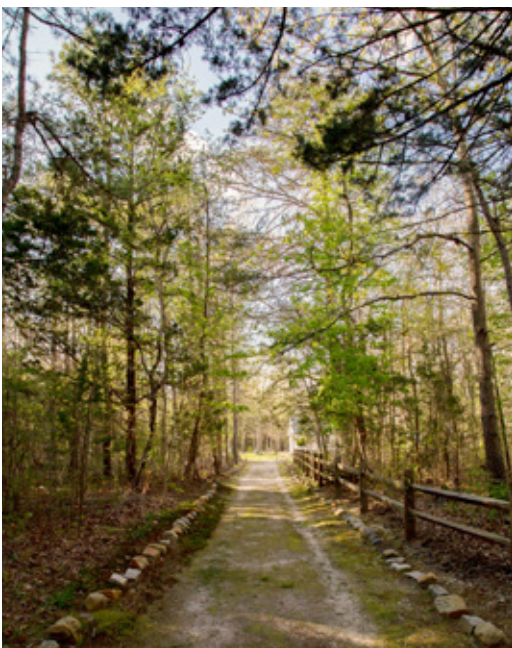


THE COLLABORATION AHEAD

Destination Destiny is comprised of individual experts with years of experienced funeral, eco-friendly and natural burial industry processes.

Ed has been collaborating with funeral directors, destination planners and locales to provide new options for funerals – destination burial services. Offering all aspects of funeral final disposition arrangement packages, allowing for a seamless experience from receipt of remains to burial services and celebrations.

Destination Destiny's offerings include services through Steelmantown Cemetery Company Properties and through partnerships with funeral professionals; those interested, willing and able to accommodate properly prepared remains, the travel and hospitality industry; those that will facilitate and welcome parties of people who will need travel, food, lodging and event planning services and Memorial Reefs International; an organization that provides artificial reefs using cremated remains and has access to over 3,000 locations in 70 countries around the world.



THERE ARE THREE DISTINCTIVE AREAS OF OPPORTUNITY TO THIS SERVICE

- 🌿 **Funeral Directors** can now offer new options to serve their clients more uniquely and profoundly.
- 🌿 **Destination resorts and other resting locations** will provide the space and time for people to heal and pay homage to the people whose remains will be laid to rest.
- 🌿 **Event Planners and the travel industry** will serve additional markets of people who, until now, have struggled to do it themselves.

Final services are always difficult for family and friends. Destination Destiny is a new era in providing the array of comfort and service that people have been yearning for.

We invite you to learn more about Destination Destiny; our plans, programs and opportunities. As we all build a new industry together, we will be able to look back on this time and say to ourselves, **"Why didn't we do this sooner?"**



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REACH OUT TO MEET ED BIXBY AND LEARN MORE ABOUT DESTINATION DESTINY.



EDWARD BIXBY

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Edward Bixby is the owner and operator of the Steelmantown Cemetery Company that consists of reclaimed and restored abandoned historical cemeteries. Ed is a business leader with entrepreneurial abilities that has opened new markets not previously considered in the funeral services industry. A land use expert, former real estate broker and owner of Fox and Fox Builders, Ed has channeled his keen insights in land usage to become a proven leader in the natural burial movement.

He currently owns New Jersey's first and only natural burial preserve, Steelmantown Natural Cemetery and four other natural cemeteries. Ed currently serves as Board President on the Green Burial Council, the leading authority on natural burial in North America. He has served as educator, training funeral directors and cemetery owners about the ways of natural burial. Ed promotes the practice in educational public discussions around the country. At the heart of his work and vision in natural burials, Ed has expanded the public's perception of what a funeral service should be.

With a penchant for understanding new opportunities and the foresight on how to deliver them, Ed has now embarked on expanding his expertise to include developing a destination life celebration service, called Destination Destiny.

Ed is leveraging his experience, knowledge, and passion to develop and build a new and creative industry that provides destination funeral services. Ed's vision partners specialty resting place locales, travel agencies and event planning professionals to offer packaged services for destination funerals, memorials and other life celebration events.

Ed is respected as an expert and innovator throughout the natural burial landscape. He has a foothold in building relationships and is formulating new alliances with funeral home professionals, destination locations, travel agents and event planning experts.

Ed is also a family man living at the southern New Jersey shoreline.

