

FOR IMMEDIATE RELEASE
November 23, 2020

ANNUAL MEMORY TREE MOVES ONLINE FOR 2020
Palliative Manitoba – Changing the conversation about death and grief

Winnipeg, Manitoba: For 32 years during the holidays, Palliative Manitoba has provided a place at St. Vital Centre, where the community can express their grief for loved ones who are no longer with them. Writing a personal message on a card and hanging it on The Memory Tree has become a holiday tradition for many individuals and families. Usually located in The Hudson Bay court, the Tree will not go up this year, physically, but the annual tradition will continue.

‘Grief often intensifies during the holidays so it’s important to have a safe outlet. For many individuals, The Memory Tree is just that.’ Says Executive Director, Jennifer Gurke, ‘While it won’t be the same, we hope that you will take the opportunity to place a card on our virtual tree.’

In its 33rd year, The Memory Tree will reside on Palliative Manitoba’s website. Those wishing to ensure their deceased friends and family are recognized and remembered can fill in a card through the online form, print out one of the downloadable cards available on the webpage and mail it in, or call the office and leave their message for one of the staff to place in a card on their behalf. Cards will be kept, as in previous years, to be blessed and burned at the Light the Memories Ceremony held each year, in spring at Assiniboine Park.

Opening Ceremony:

Will stream on Palliative Manitoba’s Facebook Page
November 26, 2020 – 10:00 am

To ‘hang’ a card on the tree:

Visit www.palliativemanitoba.ca and fill in the online form

Call 204-889-8525 and leave a message

Or

Mail your card to
Palliative Manitoba
2109 Portage Avenue
Winnipeg MB R3J 0L3

Cards will accepted November 26 to December 31, 2020

Palliative Manitoba is a charitable organization that helps ease the suffering of dying and

bereaved through volunteer visiting and telephone support, grief seminars, children's programs as well as education and advocacy.

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For more information or to request an interview, please contact:

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