



A Columbarium Garden at the *Repos Saint-François d'Assise*

The *Repos Saint-François d'Assise* of Montréal recently mandated CMC to design its first exterior columbarium garden. The garden will be created in four successive phases and will total 2,336 niches. The first phase will be completed this summer and will be comprised of 620 niches accommodating 1,240 urns.

Site selection, as well as landscaping, is of primary importance in this innovative cremation garden. As visitors enter the garden, they will be welcomed by family private units bordering a green and spacious perimeter. The various central units will harmonize with the setting's sweeping curves and turreted units, and will reflect the architectural elements of the nearby mausoleums.

The columbarium garden is a truly beautiful addition to the range of options already offered by the *Repos Saint-François d'Assise*. A range that will be further expanded this fall when, under the skillful guidance of Mr. Richard Prenevost, the Sainte-Rita Mausoleum will also be inaugurated.



As partners in the Death Care Industry, we all accept the fact that cremation is here to stay. However, it will become a significant challenge to create new alternatives in cremation memorialization to help replace revenues lost to the impact caused by the decline in traditional burials. Can you affirm that your organization offers the same array of choices when it comes to cremation?

The key today is to get in tune with the trends, develop a master plan which creates various alternatives throughout your property. The next step is to start small by phasing in different portions of cremation options.

Let us present you several of our innovative products and creative approach which will help you enhance and promote the special value of your property to the community you serve.

Feel free to visit our website to view more interesting projects and gain from our solid and innovative experience in the North American market.

Joyce Rochon, Director – Customer Service, Canada & U.S.A.

Light Of Christ Mausoleum



Opening in the late fall of 2006, Park Lawn Company Limited is currently constructing their new Light of Christ Mausoleum, designed by the architectural firm Donald J. Caunter Architect Limited.

Located at Westminster Cemetery in North York, Ontario, this new contemporary style, two-storey mausoleum will contain over 3,000 casket spaces and several private family rooms. The overhanging cornice, the tower adjacent to the main entrance and the marble interiors are suggestive, in style, of palazzos of Italy.

When families drive up under the glazed roof of the front entrance canopy and then enter the building, they will be presented with a grand, two-storey foyer with a vaulted ceiling, waterfall fountain features set into textured copper slate walls and a cherry wood stair floating up to the upper floor.

Park Lawn Company stressed the importance of light and openness. Therefore, the depth of the building was carefully considered to ensure all crypt areas were filled with natural

light. Skylights on the second floor further enhance the natural luminosity and spaciousness of this new mausoleum. A central art filled gallery passageway leads from the foyer to all crypt areas.

The warmth of Crema Marfil marble crypt fronts and copper colored slate end wall accents provide a warm feeling and enrich the interior ambiance of this new building. To add richness to the exterior, the smooth clean stucco areas are accented with contrasting rough textured Ledge Rock. Large glass walls on the north and south facades span from ground to roof, providing floor to ceiling glazing at both ends of crypt corridors.

Great attention was paid to all details of this new mausoleum to offer families a place of light, peace and comfort while memorializing a life to be remembered.



Your solution to solving cremation challenges

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**Cremation: It starts with education !**

The on-going issue of the high percentage of cremations, taking place but not showing up at a cemetery, is the greatest challenge our industry faces. The key to allow the industry to grow their cremation revenues is to create awareness and education to the consumer while offering a larger selection of products to meet and exceed customers' needs. This will help to increase revenues that are so desperately needed to sustain the existence of your organization. Even though new options to increase their market share have been expanded, the challenge is to convince undecided cremation families to bring remains to the cemetery.

If we don't face it now, it might be too late to recover later.

What do you currently offer for cremation, is it simply the allowance of urns within an existing grave, or a cremorial with a ground marker or have you moved to meet the newer trends of an exterior columbarium or interior glass front niches? When cemeteries offered traditional burial options in the past, they included location alternatives such as near a tree, pond, hillside, variety of markers or monuments, family lots, lawn crypts or garden mausoleums, etc.

**In the trends of today's cremation market, are you ready to meet all the consumers' needs ?**