

# Heavens Above - a Double Winner!

Heavens Above Fireworks disperses cremation ashes in spectacular fireworks displays in a celebration of life. This new approach to provide a happier ending impressed the judges so much that the company won the *Business Innovation and Sales and Marketing Awards* at this year's West Essex and Herts Business Awards. Plaques and champagne were presented by the BBC presenter Jan Leeming. It is the first year any company has won two awards.

Since it held its first event in Harlow, Essex last March, the business has taken off. It has held displays from Brighton to Bradford and from Enfield to Ely. Clients come from all walks of life, from pensioners to members of rock bands, and the ashes are dispersed in specially modified fireworks fired within a bigger display.



Fergus Jamieson, Managing Director, said he knows of no other company dedicated to this. "We got a really great reception at the Awards Ceremony for the idea. As we know, people's attitudes are changing and more people are looking for better ways to handle cremation ashes. Over half the people who contact us are asking how to request this for themselves in their Wills or pre-payment plans and we have an advice sheet to help them. Importantly, our displays provide a much happier ending."

The company also offers other non-display solutions that the Judges loved too, including sending ashes into space.



*LIGHTING UP THE NIGHT: Heavens Above Fireworks receiving one of its Business Innovation and Marketing awards from left to right, Kelly Moulson (Director of Rubber Cheese, the company's graphics support), TBE Marketing Director of Pitney Bowes (sponsor), Susan Jamieson (Director of Heavens Above Fireworks), Fergus Jamieson (Managing Director of Heavens Above Fireworks) Jan Leeming (BBC TV Presenter) and Cullen Ward (Prune Promotions which provides the company with general support)*

Heavens Above is the UK's Master Distributor for Memorial Spaceflights. The next flight includes James Doohan from Star Trek (Scottie of "Beam me up Scottie" fame), and Heavens Above has two clients going along with him.

Over the last few years, the company has seen a number of 'new ideas' coming into the industry and knows that more people want their end to be a celebration of their life. It seems a fireworks display is appealing to many in this regard as an appropriate and happier way to celebrate and say goodbye.

For further information:-

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