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MEDIA RELEASE

Seasons to launch Mandurah's first Death Café

With the Death Café phenomenon gaining momentum across the globe, Seasons has recognised an opportunity to bring the 'social franchise' to the people of Mandurah.

On Thursday, 6 November Seasons Mandurah will host the inaugural Death Café group session, led by Death Café Fremantle founder, Ava Reyerson, in the Chapel's picturesque, landscaped alfresco area.

According to the movement's website, at a Death Café 'people, often strangers, gather to eat cake, drink tea and discuss death.'

Seasons Managing Director Erin Erceg said the value of these sessions lies in the opportunity to discuss grief in an informal, unrestricted environment.

"The beauty of this movement is that there is no agenda or any of the structures you'd find in a formalised grief support or counselling session.

"Removing those boundaries allows for a very organic, accessible and respectful discussion that can be infinitely helpful for those experiencing grief," said Ms Erceg.

The Death Café sessions are held in line with the movement's established global conventions and are run not for profit, without 'intention of leading people to any conclusion, product or course of action', and all done in a safe and confidential space.

"We felt the Mandurah Chapel's new alfresco area at the rear of the building on Pinjarra Road presented the ideal location for a Death Café.

"It is a neutral, private and peaceful space and we expect attendees will be quite comfortable there," said Ms Erceg.

Ava Reyerson is a counsellor and life consultant, among many other qualifications in caring vocations, and is the WA expert in all things Death Café, having established the state's first in Fremantle.

Ms Reyerson will be on hand throughout the session, which will include refreshing afternoon tea and is thrilled to have been approached by Seasons to pioneer Mandurah's first Death Cafe.



Mandurah Death Café will be held once a month at Seasons Mandurah, and is free of charge. To register your interest in attending, contact Zoë Buswell on 1800 732 766 or email zoe.buswell@seasons.com.au.

For further information, please contact:

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