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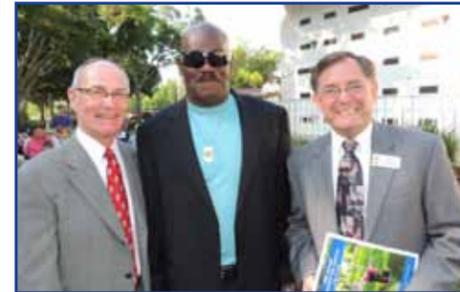
Mark Your Calendar for Our 9/11 Event

This September 11th will be our 3rd Annual event to remember those who perished in the brutal 9/11 attacks. And this year, we are proud to be adding a new monument to our 9/11 memorial. This monument will feature the names of the police officers who gave their lives on that dark day. The event will feature guest speakers, including a 9/11 survivor, as well as patriotic music provided by Palm Harbor University High School "After School Specials." Please join us at 9:30 a.m. on this special day – so we will all Never Forget.



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29th Annual Memorial Day Service



This year, we held our 29th Annual Memorial Day Service with more than 500 guests in attendance. And, as always, the event was free and open to all to honor the bravery and unselfish dedication of all our military veterans past & present.



The Saturday before Memorial Day, more than 100 Scouts placed flags on veterans' graves. At the service, live music was provided by Palm Harbor United Methodist Church choir. Their patriotic singing seemed to touch everyone. Our special guest speaker was Thomas "T-Man" Brown, BSW, an honorably discharged United States Army disabled veteran.

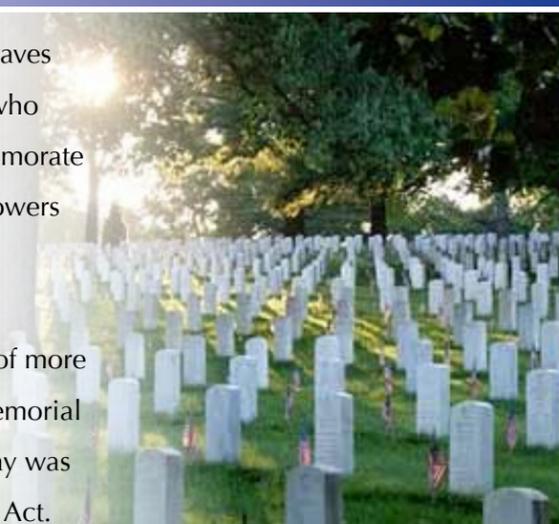


Next year will be our 30th Annual Memorial Day Service. Over the years, we estimate nearly 10,000 people have joined us to honor our war veterans on Memorial Day. We hope you and your family join us next year.

History of Memorial Day

Originally called Decoration Day, from the early tradition of decorating graves with flowers, wreaths and flags, Memorial Day is for remembering those who died serving our country. It was first observed on May 30, 1868 to commemorate Civil War soldiers. It is believed the month of May was chosen because flowers would be widely in bloom.

In the first national celebration, 5,000 people helped decorate the graves of more than 20,000 soldiers buried in Arlington National Cemetery. The term "Memorial Day" was not widely used until after World War II. In 1971, Memorial Day was moved to the last Monday in May as part of the Federal Uniform Holidays Act.



A Note From Our President



Keenan Knopke

I am proud of so many things we do here at Curlew Hills. One of those is that we have numerous

free, public events during the year. Some of the events have a long and meaningful history, like our Veterans Day and Memorial Day services, which we've been holding here for nearly 30 years. Each year, we try and change or add to it to keep it interesting to the many loyal families who join us every year. Last month we had a record attendance on Memorial Day, which tells me that we are doing a good job.

I am also very proud of the events we've added over the last few years, including our K-9 Memorial Service, Candlelight Service, Dr. Wolfelt Seminars, Curlew Concerts and 9/11 Memorial Event. We created these events to fill some specific needs that we've recognized in our community. And I am happy to see that all of these are growing through the hard work of our team as well as the dedication of some loyal volunteers.

I feel very good knowing we provide thousands of people each year with enjoyment at our events. We will continue do our best with them and, as always, will keep them free of charge to everyone.



K-9 Memorial Service

This year's K-9 Memorial Service in April was very special. We honored Sirius – the K-9 officer killed in New

York on 9/11. Five local K-9s were also honored at the service. All dogs were laid to rest in a special section of Curlew Hills' pet cemetery. K-9 service dogs and their handlers from area police & sheriff's departments were present at this service - including the Clearwater Police Department and the Pinellas County Sheriff's Office. Curlew Hills proudly donates these burial plots to all service animals of local law enforcement agencies.

Curlew Concert

In May we held our first Curlew Concert. Local singing legends Pepper & Fine Thyme Jazz Swing Band performed on our spacious lawn near our 9/11 Memorial. A large crowd gathered with lawn chairs to enjoy this free concert. Our next concert is scheduled for the Fall of this year. Our plan is to bring people together to enjoy live music by some of the area's best local musicians. Watch our website or Facebook page for details about our next concert.



Meet Tommy Jenkins Funeral Home Attendant



If you've been to our funeral home, you've probably been greeted with a friendly smile from Tommy who sits at the front desk. Tommy has been treating families with a genuine, folksy warmth for nearly 14 years now with Curlew Hills. As a retired firefighter, Tommy is well used to caring for people in need. Originally from Maryland, he's held various positions in his career, but has had none that he enjoys more than helping families at Curlew Hills. Tommy has been married to the love of his life, Marie, for 57 years. Together, they have 2 children, 4 grandchildren and 2 great-grandchildren.



We were proud to introduce our "Curlew Cares" program in March. The program is designed to recognize a special Pinellas County individual for his or her exemplary dedication to making a difference in our community.

Our first Curlew Cares award recipient was Julie Peluso. Julie has a rich history of giving back to this area. She is Chairman of the Palm Harbor Fire Commission and serves on the Board for the Area Agency on Aging of Pasco-Pinellas. Active with many charitable organizations, Julie has been honored as Palm Harbor "Woman of the Year" and the City of Oldsmar's "Council/Manager Award of Recognition".

In addition to presenting Julie with an award, we donated to a charity of Julie's choice - \$500 the Children's Burn Foundation of Florida.

To nominate someone for the Curlew Cares Award, please give us in 500 words or less the reasons why you believe an individual should be recognized. Email your nomination to: mary@cmsa.com.

8 Things to Know Before You Bury Your Pet

As an area expert, Keenan Knopke, President & CEO of Curlew Hills was recently interviewed by WFLA, Channel 8 TV regarding pet cemeteries. Here is some important information he gave the station for those who are considering burying a pet at a cemetery.



- 1) Do your homework and get the facts. Pet cemeteries in Florida are not regulated.
- 2) Just like with humans, planning ahead is important. Make your selection and decisions before your time of need.
- 3) When you are visiting the pet cemetery look at how well the cemetery is maintained. If it's not maintained well today, it won't be tomorrow
- 4) Find out how long the pet cemetery has been in business, which can be a sign of stability.
- 5) Check out the pet cemetery's ratings with reliable independent third party organizations like the Better Business Bureau and Angie's List.
- 6) Find out if the pet cemetery is located on land that is owned free and clear, or if it has a mortgage on it. If there's a mortgage, there's a chance the land could be foreclosed on and the future of the pet cemetery could be jeopardized.
- 7) Find out who the owner of the pet cemetery is and if the owner is financially sound.
- 8) Find out if the owner has created a trust fund to maintain the cemetery. A trust fund is designed to ensure that income will always be available for the continued maintenance and upkeep of the cemetery.

Curlew Hills is proud to be one of Florida's only authentic pet cemeteries. Our pet cemetery features a scenic gazebo and below & above ground burial options and offers the same opportunities as a human cemetery.