



For Release October 23, 2007

**The first EcoEternity™ Forest in Virginia -
the first in the USA**

Consecration of a new concept for interring cremated remains at the roots of a tree creating a living memorial:

Loudoun County, Virginia, October 23, 2007

Today, Young Jin Cho, President of the Northern Virginia United Methodist Camp and Conference Corporation, Rick Dawson, Executive Director Camp Highroad, and Jack Lowe, President of EcoEternity LLC, officially launched a green memorial concept called EcoEternity Forest. The concept began its roots in Europe and was brought to the U.S. by Jack Lowe and his partner Axel Baudach from Germany. The Centreville based company will bury cremated remains in a biodegradable urn under a mature tree so that it is absorbed by the root system. All trees are part of a natural, 40 to 60 year old forest. The central idea is to provide ecologically aware people with a green burial alternative that has the added value of preserving a mature forest in its natural state for an additional century. People are encouraged to come and enjoy this beautiful mature forest. Tombstones will not be allowed and plastic flowers are strictly prohibited. Each tree is a shared eternal resting place under which the ashes of up to 15 family members or friends can be interred over a period of 99 years.

Jack Lowe's conversations with interested parties in the Washington Area matches the prevailing sentiment in Germany: the concept appeals to people who are ecologically sensitive and want to determine for themselves their final resting place. Most people like to select their own tree as part of pre-need planning. Jack Lowe: *"I was surprised to learn how many people have the ashes of a close relative on a mantle at their home. They have just not found a meaningful place to inter those ashes. For those who find ecology meaningful, that place may well be under a family reunion tree."*

The owner of the forest is the Northern Virginia United Methodist Camp and Conference Corporation. The EcoEternity Forest is located on two acres of the 657 acre camp estate. Since 1949, Camp Highroad has been used as a retreat center

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and nature training area. Camp Executive Director Rick Dawson says: *“The Green burial concept fits very well into our service to the community”*. *The proceeds of the EcoEternity tree leasing allows us to maintain the forest and the camp without cutting down trees or selling off forested area for development projects*. Michael A. Santucci, Forest Conservation Specialist of the Virginia Forestry Services emphasised in his opening remarks: *“This concept is good for the forest and the forest is good for the people”*.

EcoEternity Forest is part of an international campaign of German FriedWald founder Axel Baudach to foster Green Burial Concepts across the world in order to preserve forests from clear cutting and development. Countries that have already adopted the idea include Switzerland (www.friedwald.ch), Germany (www.friedwald.de) and The Republic Korea (www.sumokjang.com).

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