

heraldsun.com.au

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DEATH NOTICES BECOME LIVING TRIBUTES AT HERALDSUN.COM.AU

Heraldsun.com.au today announced the launch of a new online memorial website at Herald Sun Tributes – heraldsun.com.au/tributes.

The site enables relatives and friends to build interactive tributes to deceased loved ones.

Users can upload obituaries, photographs, videos, create an online book of condolences and leave a permanent memorial page on the site, meaning memories of loved ones will never fade.

Heraldsun.com.au editor, Matthew Kitchin, said Herald Sun Tributes transformed death notices into interactive, multimedia-enhanced, living tributes.

He also said Herald Sun Tributes invited a new demographic to consume and interact with media online.

"The Internet doesn't just belong to the MySpace generation," he said.

"We have received numerous queries about online death notices from our older readers who also want the ability to communicate and share memories about deceased loved ones over the web."

Mr Kitchin said younger people were also keen on the initiative, mostly for the purposes of genealogy research and studying famous lives.

He said that from October this year, Herald Sun Tributes would give users the ability to search all death notices that had appeared in the Herald Sun since 1995.

"Our target audience is substantial and encompasses all age groups," he said.

"The reality is people from all demographics are genuinely interested in reading about the lives of other people.

"One of the most significant attributes of Herald Sun Tributes is that it gives death notices an ongoing presence," he said.

Where the deceased is well-known, Herald Sun Tributes will link to feature stories on heraldsun.com.au and more than 600 newspapers in the United States and United Kingdom.

The site also contains links to helpful resources such as funeral homes and places of worship.

Death notices published in the Herald Sun newspaper will automatically be listed online at Herald Sun Tributes at no extra cost.

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