



Funeral Home Owner Howie VanRensselaer Wins July Sich Casket Giveaway

Entered Contest After Reading About Sich

August 8, 2017 -- Sich Casket has announced the winner of their monthly "Year of the Funeral Director" casket giveaway for July. The winner, Howie VanRensselaer is the owner of VanRensselaer & Son Funeral Home in Randolph, NY.

Mr. VanRensselaer will receive the Sich Heritage casket, featuring solid Paulownia with Satin Mission Brown Finish and Khaki Cross Weave Interior. Delivery is provided by Traditional Funeral Products, Buffalo, NY.

"In April, I received a newsletter from Chip Russ at Traditional Funeral Products letting me know of the Sich Giveaway promotion and he encouraged me to enter," said Mr. VanRensselaer. "I thought, 'It's a chance to win a free casket ... and who wouldn't want that?' We're all dealing with the effects of cremation, so being able to win a casket where the sales price would go directly to the bottom line, but at the same time help a family, that is why I entered."

Mr. VanRensselaer is a third generation funeral director whose grandfather purchased an existing funeral home Randolph in 1965, and ultimately renamed the firm Van Rensselaer & Son Funeral Home. For over half a century, the funeral home had been selling Batesville caskets exclusively.

Mr. VanRensselaer is the fourth person to win a Sich casket as part of the monthly giveaway, following Daryl R. Berry of Lyon-DeWitt-Berry Funeral Home in Campbellsville, Kentucky, Todd Schrag of Roper and Sons Funeral Home in Lincoln, Nebraska, and Todd Howell of Woodfin Funeral Chapels in Murfreesboro and Smyrna, Tennessee.

"I told my wife and staff about our good fortune and there was smiles on everyone's face. It will help our firm for sure," said Mr. VanRensselaer.

The next Sich casket giveaway drawing will be held at the end of August. To learn more about the monthly drawing and to enter, visit Sich.com or www.RethinkYourCaskets.com/YearFD. Participants need only enter one time to be registered for all the drawings throughout the balance of the year.

About Sich Caskets

Sich Casket Company is a pioneer of the Chinese casket industry. In just ten years the company has grown from a small family-run furniture factory to a significant international manufacturer of wood and metal caskets and a leading Chinese supplier of caskets in North America. Founded by company president Sirius Chan, Sich sources its materials globally to provide the finest quality and best value at every price point. With more than 250 models and styles of solid hardwood, wood veneer and metal caskets, Sich caskets are sold through a distributor network serving funeral homes throughout the United States and Canada. Their website is www.SichCasket.com.



HERITAGE

Solid Paulownia
Satin Mission Brown Finish
Khaki Cross Weave Interior
#H3101

