

THE BRIT'S CAMPAIGN

by Barry Birdsall

The BRITs campaign - BEAT REPATRIATION INEQUALITY TOGETHER - was launched at the National Funeral Exhibition 2007 and struck an instant chord with funeral directors and exhibitors alike.

There are reduced cost options to over one hundred and forty countries for repatriating the human remains of foreign nationals, yet inbound rates for repatriations to the UK are currently often as much as 300% of the outbound 'deal' rates offered on the same routes.

Central to the campaign is a petition to the airlines for fairer repatriation charges and, in all, five hundred and seventeen signatures were taken over the three-day Exhibition, but we cannot stop here. We need to show the airlines that the UK funeral industry is concerned about high charges.

Prior to the BRITs launch, I contacted Alan Slater (NAFD Chief Executive Officer) who put the NAFD's support behind the campaign and immediately created a link to the BRITs from the





NAFD website. At the Exhibition there was a ceremonial signing by the 'Chain Gang'. Debbie Andres of the National Funeral Directors' Association in America and visitors from Lesotho, Nigeria, the Czech Republic, New Zealand, China, Italy, Ireland, USA, the Netherlands and France also signed up, proving that you don't need to be a UK citizen to have an opinion on this matter.

We have taken the campaign to the internet with the website www.backthebrits.com where you can register your support online and also keep up to date with the latest developments.

You can access the website either directly or as a link from the NAFD and SAIF websites.

Please register your support online and ask your colleagues and friends to register as well.

With your support we can, hopefully, put an end to cases where British families are forced to have overseas cremations because the cost to return their loved ones to the UK has just been too expensive.

To find out more about the campaign just log on to www.backthebrits.com or call BRIT's HQ c/o Key Air & Sea Tel: 0208 756 0500

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