

The logo for the National Funeral Directors Association (NFDA) features the letters "NFDA" in a bold, white, sans-serif font on a dark blue rectangular background.

NATIONAL  
FUNERAL  
DIRECTORS  
ASSOCIATION

The graphic for "Pursuit of Excellence" features a stylized, light-colored bird in flight, with its wings spread wide, set against a dark brown background. The text "Pursuit of Excellence" is written in a white, serif font below the bird.

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### **Old Bridge Funeral Home Receives National Recognition for Induction into Hall of Excellence**

OLD BRIDGE, NEW JERSEY – Old Bridge Funeral Home and Jersey Memorial firm was recently honored by the National Funeral Directors Association (NFDA) with the 2021 Pursuit of Excellence. Only 542 funeral home locations around the globe – 110 funeral businesses and 432 funeral home branch locations – were honored with a 2021 Pursuit of Excellence Award, placing Old Bridge Funeral Home among an elite group of funeral service professionals. Pursuit of Excellence Award recipients raise the bar on funeral service excellence by adhering to the highest ethical and professional standards and providing unsurpassed service to families and communities.

In addition to receiving the 2021 NFDA Pursuit of Excellence Award, Old Bridge Funeral Home was one of nine funeral homes to be inducted into the NFDA Hall of Excellence, along with another Jersey Memorial previously inducted HOE firm, Waitt Funeral Home & Cremation Service. Created to recognize a consistent display of service excellence, NFDA-member funeral homes are inducted into the Hall of Excellence upon receiving their 10th Pursuit of Excellence Award.

To earn an NFDA Pursuit of Excellence Award, a participating funeral home must meet or exceed business standards set forth by the program and demonstrate proficiency in key areas of funeral service, such as compliance with state and federal regulations; providing ongoing education and professional development opportunities for staff; offering outstanding programs and resources to bereaved families; maintaining an active level of involvement within the community; participating and actively serving in the funeral service profession; and promoting funeral home services through a variety of marketing, advertising and public relations programs. Participants are also required to adhere to a Pledge of Ethical Practices.

“As the pandemic continues to impact our country, funeral homes are finding extraordinary ways to meet the moment and provide meaningful support to grieving families and communities,” said NFDA Director of Public Relations Jessica Koth, who manages the Pursuit of Excellence Award program. “The Pursuit of Excellence Task Force was very impressed with entry submitted by Old Bridge Funeral Home and commends the staff for their hard work and dedication during these challenging times.”

“Having started Old Bridge Funeral Home 13 years ago, and to be inducted into the Hall of Excellence is one of the highest honors a funeral home can receive. But it wouldn't have happened without the trust our community placed in us to become the funeral home of choice Old Bridge and the surrounding communities.” Said Funeral Director and Owner David Hernandez.

More information about the NFDA Pursuit of Excellence Award program can be found on the association's website, [www.nfda.org/pursuitofexcellence](http://www.nfda.org/pursuitofexcellence).

NFDA is the world's leading and largest funeral service association, serving more than 20,000 individual members who represent nearly 11,000 funeral homes in the United States and 49 countries around the world.

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