

eCondolence.com Announces New Partnerships, Expands Sympathy Gift Basket Site

Premier condolence website proudly announces partnerships with The Miami Herald and joins the Aging 2.0 Alliance, brings quality content and sympathy gift baskets to new audiences.

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Yesterday, condolence specialty brand eCondolence.com announced two strategic partnerships aimed at providing valuable resources on grieving and sympathy to a growing audience of online users.

Beginning this month, eCondolence.com partnered with MiamiHerald.com to provide relevant content to its users within the Obituary section of the website. Users viewing local obituaries will be provided with direct links to professional content regarding appropriate and sensitive ways to express condolences, ideas for gifts to send, and sample sympathy messages, courtesy of eCondolence.com. By adding relevant, condolence-focused content to these pages, the Miami Herald improves the experience of their online users.

“We are proud to begin this relationship with such a storied newspaper outlet,” says Michael Schimmel, CEO and founder of eCondolence.com, “and we are confident that the value it provides to their users will lead to many similar partnerships in the future.”

In addition to the Miami Herald partnership, eCondolence.com has also joined the Aging 2.0 Alliance. The Alliance is a global, interdisciplinary membership community for innovative senior care stakeholders and technology companies. As a member of the Alliance, eCondolence.com will have priority access to Aging2.0’s curated group of startups, corporate members and associations, creating opportunities to share key learnings and develop partnerships to better serve the needs of older adults.

For eCondolence.com, these partnerships highlight a growing network of innovative, forward-thinking outlets looking to help their audience with loss and sympathy. “We are continuously looking for new partners,” says Schimmel, “and we look forward to announcing several additional partnerships in the coming months.”

About eCondolence.com

eCondolence.com provides an easy-to-use, efficient resource to help family members, friends, colleagues and acquaintances cope with the loss of a loved one. The site offers information and guidance about appropriate items to send and words to express condolences in a respectable and understanding way.

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