



# Avalon Funeral Plans – New Year, New Website

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*Brand new website design gives Avalon Funeral Plans a great platform to launch a range of new marketing plans for 2014.*

WILMSLOW, CHESHIRE, January 25, 2014 /EINPresswire.com/ -- Avalon, one of the leading providers of [pre-paid funeral plans](http://www.avalonfuneralplans.com) in the UK and Europe, has launched a new website ([www.avalonfuneralplans.com](http://www.avalonfuneralplans.com)).

“Our online presence will be strengthened by our new, fresh-looking, website and online marketing campaign” said Commercial Director, Jo Darbyshire.

The new website gives details of their range of flexible pre-paid funeral plans available across the UK and Europe. Bespoke funeral plans are available through selected Funeral Directors in the UK.

Links to Avalon’s new Twitter feed, Facebook and LinkedIn pages are included on the site.

“Embracing social media is a key part of our revitalised online proposition and gives us opportunities to really connect with our customers and raise brand awareness.”, Darbyshire explains.

The new website will ultimately deliver a portal for the increasing number of independent Funeral Directors that partner with Avalon to fulfil the funeral at the time of need and an area devoted to Avalon’s growing number of corporate partners. [Click here](#) to find out more

About [Avalon Funeral Plans](#)

Avalon was founded in 1990 with the vision to create a unique, transparent and affordable funeral plan that had never existed before – one that customers knew they could trust.

Avalon is a leading provider of pre-paid funeral plans in the UK and Europe. For over 20 years our flexible funeral plans and dedicated, professional team have given thousands of families peace of mind.

In November 2012, Lonsdale Capital Partners arranged for a group of investors to buy a majority stake in the Avalon Trustee Company Ltd.

We have a number of reputable, local independent Funeral Directors that we work with to fulfill your funeral plan.

You can be confident that your money is in safe hands. Your money is held in a specially designed Trust that is separate to the company and managed by Independent Trustees to ensure your long-term financial security. The Trust holds and invests your money and pays the Funeral Director at the time of need.

Joanne Darbyshire  
Avalon Funeral Plans  
+44 161 486 2020  
[email us here](#)

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This press release can be viewed online at: <http://www.einpresswire.com>

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