

## What happens to one's life online after they pass away?

More than four million Facebook users will die this year. Already suffering bereavement, family and friends are faced with the painful silence of once-active profiles.

“When someone passes away, we don’t know how to deal with it on Facebook,” said Sanctri co-founder Jono Milner. “Some use the profiles as memorials or create pages, but soon it feels strange and often inappropriate.”

Sanctri is a new app that has been thoughtfully designed specifically for Facebook users to come together and gracefully pay tribute.

“You’re still in Facebook, but a step-away from the everyday chatter. Grief just doesn’t mix with photos from last night’s party.”

Sanctri will allow users to:

- Create **social memorials** (‘Sanctris’), where they can collectively paint a picture of a life using words, photos, videos and music.
- Flip through a Sanctri’s **Lifbook**, which displays everyone’s contributions in an interactive scrapbook, organised by the person’s life.
- Pledge **positive actions** or make **charitable donations** – all in memory. Sanctri currently supports the 4,000 leading charities in the US, and hundreds around the world.
- Create and engage in **communities** and receive **guidance** from bereavement experts.

Sanctri’s Co-founder Kathy Eldon felt the need for a different approach first-hand after losing her son. “People have created all sorts of pages on Facebook for Dan, but I’ve never been comfortable with them. We wanted a special place to remember him. Somewhere where we could join together from around the world, and really tell his story. We’ve got that place now.”

Over the past decade lives have undoubtedly moved online. It’s natural that these lives will end, but they still deserve an appropriate online presence. A life’s stories should still be told. Pictures should still be seen. And memories should still be shared.

There is a better way to deal with death on Facebook. This is Sanctri.

Explore the beta release via [www.sanctri.com](http://www.sanctri.com).

### About Sanctri

Sanctri is an app that gives the world a better way to deal with death on Facebook. It's a place for people to come together and remember a life that was – and honor the relationship that still is. Somewhere to receive guidance, or offer hope.

Released in Beta in October 2013, Sanctri has offices in New York, Malibu and London. For more information, contact Joanna Wexler at 212-203-6176 or visit [sanctri.com](http://sanctri.com).