

OFFICIAL SELECTION  
**HIFF**  
HAWAII  
INTERNATIONAL  
FILM FESTIVAL  
2013

WINNER  
**BROOKLYN**  
FILM FESTIVAL 2013  
AUDIENCE AWARD

OFFICIAL SELECTION  
**hotdocs**  
2013  
OUTSPEAKER AWARDS

SEATTLE  
INTERNATIONAL  
FILM FESTIVAL  
OFFICIAL SELECTION  
2013

CLEVELAND  
INTERNATIONAL  
FILM FESTIVAL  
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2013

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**LYFF**  
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SELECTION  
2013

SAN FRANCISCO  
DOC  
FEST  
OFFICIAL SELECTION  
2013

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**Flickers:**  
Rhode Island  
International Film Festival  
2013

OFFICIAL SELECTION  
**deadCENTER**  
film-festival  
2013

# FUREVER

1 X 56, 1 X 80 HD



**PBS**  
INTERNATIONAL

# FUREVER

1 x 56, 1 x 80 **HD**

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Sixty-two percent of Americans have a pet, and last year they spent a total of \$52.9 billion on their furry friends. Pet parents who choose to memorialize their dead pets are often perceived as being unbalanced, yet religious or cultural rituals for deceased people can also seem unusual to outsiders. These pet parents embody the muddled attitudes we have toward death and dying, touching on the collective fear of aging and how that fear is shaped by ever-shifting societal norms. How “real” is grief for a dead pet and who decides what kind of grief is acceptable or appropriate?

*FUREVER* explores the dimensions of grief people can experience over the death of a pet, examining how the sociological evolution of pets as part of the family unit is affecting those in the veterinary profession and death care industry. This insightful documentary confronts contemporary trends and cultural assumptions regarding the bonds that form between humans and animals through interviews with grieving pet owners, veterinarians, psychologists, sociologists, religious scholars, neuroscientists, and the many professionals who preserve a pet’s body for their devastated clientele or repurpose a pet’s remains in unique ways.

*FUREVER* highlights many of the processes by which we preserve more than just the memories of our beloved pets, including freeze-drying, mummification, pet-ash carbon diamond creation, cloning, taxidermy, and a multitude of offerings available for a pet’s remains.

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## CREDITS

*Writer, Director, Producer:* Amy Finkel

*Photo:* © DragoNika (dog); Denton Rumsey for Shutterstock.com (headstone)



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