



**FOR IMMEDIATE RELEASE**

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**ORDER OF THE GOLDEN RULE MEMBER, JAMES WALSH OF  
FAULMANN & WALSH GOLDEN RULE FUNERAL HOME  
HOSTS REFLECTIONS IN PARADE**

**1,500 PEOPLE TOUR THE MOBILE MUSEUM IN 6 HOURS AFTERWARDS**

*Mobile Museum Honors Veterans, Public Safety Officers, Presidents, Historical Figures*

**Fraser, MI (7/22/09)** – *Reflections* appeared at the 30<sup>th</sup> Annual City of Fraser Picnic and Parade on Sunday, July 19. The free mobile museum was open to the public for 6 hours; approximately 1,500 visitors toured the exhibit. Additionally, the mobile was part of the parade. James Walsh, Order of the Golden Rule member and Owner & Director of Faulmann & Walsh Golden Rule Funeral Home, personally accompanied the exhibit in the parade, dressed in historic funeral director mourning regalia.

*"I was very honored to host Reflections during the 30th Annual City of Fraser Picnic and Parade"* says James Walsh. The exhibit was designed by Fraser resident, Mark Huetter, Director of Design at MRA, Inc., the company that produced this acclaimed traveling exhibit. Huetter's son, Marc, is employed at Faulmann & Walsh Funeral Home.

*Reflections: The American Funeral* is spread out across 1,000 sq. ft. of thoughtful display areas. Of special note is the "Arlington National Cemetery" exhibit, which honors our country's veterans and the more than three million Americans buried in our national cemeteries. "Glory, Glory Hallelujah" showcases President John F. Kennedy's rider-less horse – empty boots reversed in the saddle – trotting briskly in his funeral procession and civil rights pioneer Rosa Parks, who was the first woman to lie in state at the Capitol Rotunda. "The Lord is My Shepherd" is a poignant tribute to fallen public safety officers killed in the line of duty. Other moving exhibits include a display on Abraham Lincoln featuring a reproduction of his casket and tracing the near 3-week funeral procession and "The Final Curtain," which pays homage to celebrities, including Marilyn Monroe, Dale Earnhardt, and Elvis.

From the cross-country funeral procession for Abraham Lincoln to the national outpouring of grief for Elvis Presley, America has a rich history of mourning the dead. *Reflections: The American Funeral* explores these traditions, beginning with Native American burial mounds and ending with the diverse rituals practiced across the country today. Produced by Michigan-based MRA, it's earning high praise from everyone who experiences it. "Awesome!" "Great educational tool!" "Amazing! Brings out a lot of things we don't think about." "Very, very moving."

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“There are intriguing stories of funeral practices throughout the centuries and this exhibit educates people on those stories and enables them to connect to the universal human experience of death,” says Harry Kurtz, President of MRA, a leading mobile exhibit and event producer. “The displays on Arlington and fallen public safety officers move people to tears.”

*Reflections: The American Funeral* has been touring across the United States since Summer 2008, stopping at state capitols, universities, veteran events, and mortuary schools, funeral homes and industry conventions. During January 2009 Inauguration celebrations, both Arlington National Cemetery in Washington, D.C., and Fort McHenry National Monument and Historic Shrine in Baltimore, MD, hosted it.

*Reflections* also receives support from the National Funeral Directors Association (NFDA); the American Board of Funeral Service Education (ABFSE); Academy of Professional Funeral Service Practice (APFSP); and Kates-Boylston Publications, the parent company of *American Funeral Director* magazine, a leading independent trade magazine for funeral directors and other funeral service professionals. Kates-Boylston Publications has been helping funeral professionals succeed and serve for over 130 years.

Sponsorship and appearance inquiries are welcome and can be submitted to Frank Lorbach at [FrankL@goMRA.com](mailto:FrankL@goMRA.com) or 586.596.7937. High resolution images available upon request.

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#### **ABOUT MRA**

MRA, Inc. is a leader in mobile exhibit and event marketing, specializing in the custom design, build, vehicle sales and leasing, tour equipment and logistics management services for the experiential marketing and exhibiting needs of museums and many Fortune 1000 firms either directly or in association with leading agencies and exhibit builders worldwide. Contact Heidi Korte at MRA, Inc. at 800.676.3520 or visit [www.goMRA.com](http://www.goMRA.com).



James Walsh (Owner & Director of Faulmann & Walsh Funeral Home) accompanied the mobile museum in the parade and handed out American parade flags to the crowd along the parade route.

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Public Safety Officer Tim Westphal, James Walsh and Public Safety Officer Rhonda McLaughlin of the Fraser Police Department



James Walsh pictured with members of the Vietnam Veterans of America – Chapter 154, Mt. Clemens.



James Walsh greets visitors of *Reflections* dressed in historic funeral director mourning regalia.



James Walsh pictured in front of his 1936 Auburn custom body funeral coach; the only one of its kind in existence.



James Walsh and the Kings of Columbus, Fraser Chapter.



Marc Huetter (Faulmann & Walsh employee) and James Walsh on the parade route.