

FOR IMMEDIATE RELEASE

Buyer Beware: Memorial Society of Alberta Service Concerns

The Cooperative Memorial Society (CMS) is issuing a notice to consumers regarding reports received in recent years about the service provider contracted by the Memorial Society of Alberta, a separate entity from CMS. It has come to our attention that this service provider may not consistently honour negotiated rates and, in some cases, has reportedly engaged in upselling practices. Multiple individuals have described situations in which they were led to believe that CMS memberships and pricing plans would be honoured, only to later face upselling efforts during funeral planning. This resulted in families paying significantly more than expected, sometimes amounting to thousands of dollars.

The designated provider for the Memorial Society of Alberta is First Memorial South Calgary Funeral Centre, located at 12700 Macleod Trail South in Calgary. This funeral home operates under the Dignity Memorial network, which is owned by Service Corporation International (SCI), a U.S.-based company. We urge consumers to exercise caution and to report any such incidents to the Alberta Funeral Services Regulatory Board to ensure transparency and accountability in the industry.

CMS is proud to work exclusively with locally-owned funeral homes. Our commitment to our members remains steadfast: we do not tolerate upselling practices and prioritize the integrity and affordability of end-of-life planning.

For more information, please contact:

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