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FOR IMMEDIATE RELEASE:

**BrandStar's original series, *The Balancing Act* and *Designing Spaces*, to air dedicated productions to educate viewers about funeral planning.**

*"Nesters" series and 12 Tips to feature Everest Funeral Concierge Service and Mutual of Omaha.*

DEERFIELD BEACH, FL (October 17, 2018) – As part of [BrandStar's](#) mandate to educate and inform viewers about under-reported, consumer oriented, female-focused topics on [The Balancing Act](#) and [Designing Spaces](#), the company is announcing they will be producing and airing segments about an offering from [Everest Funeral Concierge Service](#) and [Mutual of Omaha](#).

"As part of our planning for the Nesters series on Designing Spaces, we actively sought out information about funeral planning, an often under-discussed yet very important topic. In the process, we discovered Everest Funeral Concierge Service. We were immediately intrigued by their unique service offering and knew our viewers needed to know more about them,"

- Mark Alfieri, Founder & CEO, BrandStar

In addition to the Nesters Series on Designing Spaces, the Balancing Act will feature 12 specific tips related to funeral planning including how prepaying usually benefits the funeral home not the consumer.

"Planning and preparing for a funeral can be hard. Many people are unsure of where to go for help. The Balancing Act and Designing Spaces segments will answer many questions people have about funerals and funeral planning," says Mark Duffey, President and Chief Executive Officer of Everest Funeral Concierge. "We exist to be an advocate for families to help them navigate through one of life's most challenging times."

Mutual of Omaha recently announced a new Guaranteed Plus whole life insurance policy with a no additional cost rider that will provide customers access to Everest's unique services. Guaranteed Plus will be available beginning Nov. 5 in select states and will include the benefits of a Guaranteed Whole life policy plus 24-hour personalized funeral planning assistance, secure online planning tools and online will preparation services from Everest.

"We heard from our customers they're looking for ways to make funeral planning more simple and affordable," said Brian Poppe, Senior Vice President at Mutual of Omaha.

The **Nesters series on Designing Spaces** shows will start airing on Lifetime on November 9, 2018. The **12 Tips segments of The Balancing Act** will start airing on Lifetime in January, 2019.

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