



# BROOKLYN\_BORN

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## An unfortunate ad placement on a race registration page

Sunday, February 23, 2014



I always try to patronize race sponsors, but I wonder who solicited this local business? I cropped out the name of the funeral home.

I appreciate local businesses who support fitness activities in our community and I wouldn't mind having the NAME of this one in the list on the back of my race shirt, but I don't think I'd be in a hurry to redeem any "door prizes" they might contribute.

As I searched for options for future races, I saw the usual types of ads sponsoring the events, but this one was a real surprise.

If you were new to exercise, running, walking or racing, wouldn't this ad make you think twice?

It looks like a nice, well planned event. There's even an "after party." I hope it's not an "ever-after" party.

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**MARYJEANSL**

I admit that I would find that ad rather "off-putting" on a race registration page. Not the sort of service most runners would be looking for.

2666 days ago

[v](#)**CD13758606**

That is out of this world, and they are way off base in the marketing department.

[v](#)



2666 days ago



**GINIEMIE**

I don't know, I don't want to touch this one with a 10' pole.



2667 days ago



**CD12146214**

Hmmm I wonder what the "difficult cremations" entail? Too funny!

2667 days ago



**SUSANNAH31**



When you think about it, there aren't a lot of good places to put one of those ads.

The best funeral home ad I ever saw was many years ago, when everyone was still smoking - and the ad was on an ashtray. It said: "Ashes to Ashes."

2667 days ago



**CELIAMINER**

Ha haaaa! And they'll be the "last to let you down." Oh wait, that was for burial by another funeral home.



2667 days ago



**LINDAKAY228**

As one who has done some running I had to laugh at this to. I would not want to wear the cremation part in a race either!! The name by itself would be okay as a sponsor but this is an accident I hope they never repeat LOL.

2667 days ago



**PHOENIX1949**



What rolled through my mind was 'what to do when your race on earth is finished.'

2667 days ago



**CD8113065**

I'm just trying to figure out what a "simple" cremation might be.

2667 days ago



**BUSYGRANNY5**

Oh my..... this is too funny!

2667 days ago



**TERI-RIFIC**

Lol

2667 days ago



**MISCHAKEO**

That was hilarious. As I age, I keep getting those lovely ads in my mail. If it was a well planned race, I would do it anyway.

2667 days ago



**CHERYLHURT**

So funny!

2667 days ago

**SUZYMOBILE**

I guess they mean for you to burn up the road.

2667 days ago



CD13202979

v



Thanks for sharing!  
2667 days ago



ONEKIDSMOM

v



Now, for a "tough mudder" or a "warrior dash"? Might be suitable?

But my brain went in a completely different direction: what makes a cremation "simple" versus not?  
OK, OK, yes, I am warped!  
2667 days ago



WATERMELLEN

v

Pretty hilarious.

Quite a number of years ago, we took out an ad (with studio photo, paid for by us also) to congratulate a staff member who'd been appointed to a local Board. The ad was placed (no idea why) in the classified adjacent to several ads for "escort services". Humiliating! We got it moved and made them run it again . . . .  
2667 days ago



CD9543726

v

hahahahaha!!! That cracks me up. Hopefully it was just on a 5K and not something like a half marathon or marathon. :D  
2667 days ago



CD5500762

v



2667 days ago

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