



When the end is near, so are we.

**FOR IMMEDIATE RELEASE**

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**Introducing Near: A Tool for Finding and Sharing End of Life Support**

*The New Online Marketplace Connects Individuals and Families with A Network of Service Providers*

RALEIGH, N.C. - In the midst of a global Coronavirus pandemic that has claimed the lives of more than 400,000 people worldwide, a comprehensive platform connecting individuals and families with end of life support is needed more than ever. With [Near](#), an online community and marketplace for end of life service providers, specialized skill, experience, and compassion is just a click away.

Near allows providers to share their work through detailed listings, and users to search for these highly-specialized services by location. As the community launches, the directory is quickly filling up with providers ranging from art therapists and death doulas to grief specialists and online memorial planners.

Near is led by [Jane Butler and Christy Knutson](#). After working alongside end of life organizations such as [End Well](#) and learning more about the challenges service providers are facing, the Co-Founders started conversations and research that clearly pointed toward the need for Near. They saw the momentum with end of life awareness and demand for service, but realized there was no user-friendly option for connecting people with non-medical, support service providers.

“While others may move away from death and the conversation and experiences around it, the end of life community moves closer,” said Butler. “Meaningful connection is essential to living fully and dying well, and Near is committed to facilitating relationships and making these intimate bonds possible.”

Near was originally scheduled to launch at the end of 2020, but due to Coronavirus and the significant, unforeseen grief and loss that has accompanied it, the Co-Founders decided to bring the tool to market months early. Knutson explained:

“As the global conversation around death and dying has been drastically accelerated through this pandemic, our mission to raise awareness and facilitate education about the end of life support options available has become even more urgent. Not only has the number of people experiencing grief grown with COVID, but also the complexity of grief they’re experiencing. So many individuals and families are not able to be with loved ones as they face their final moments, or grieve communally through in-person funerals and other rituals.”

Near ensures that the vital work of end of life service providers is available to people around the country at the exact moment they need it.

**About Near**

Founded in 2020, Near is a place to share and find end of life support services including death doulas, grief therapists, massage therapists, end of life planning attorneys, and more. The online platform and community gives providers an opportunity to grow their business without marketing experience or a large financial investment, while offering individuals and families a single platform to find and compare services as well as discover new options for support. To learn more, visit [StayNear.co](https://StayNear.co).

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