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SKYLAWN MEMORIAL PARK: ONE OF THE SAN FRANCISCO BAY AREA'S MOST UNIQUE AND SCENIC CULTURAL DESTINATIONS

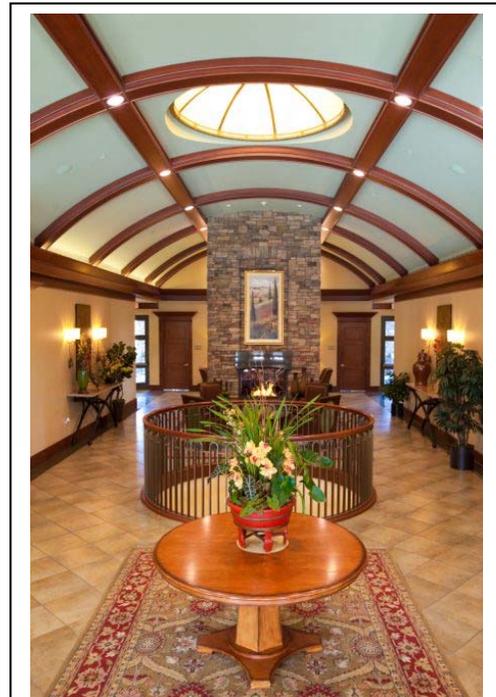
Skylawn, which plays hosts to many important religious and ethnic celebrations, features one of the Bay Area's most renowned feng shui friendly developments

SAN MATEO, Calif. (Sept. 5, 2017) – San Francisco is one of the world's most beautiful tourist destinations – and that includes its historic cemeteries and memorial gardens. [Skylawn Funeral Home and Memorial Park](#) (Skylawn), one of [NorthStar Memorial Group's](#) flagship locations, opened its doors on Oct. 1, 1959 as a nonsectarian cemetery. Designed by noted San Francisco landscape architects, French and Jones, the 134-acre facility is situated on the crest of the Montara mountain range in San Mateo, a 45-minute drive from San Francisco. Today, the property has expanded to more than 275 acres and consists of a cemetery, mausoleum, crematorium and funeral home. Not only is Skylawn revered by families living in the Bay Area, California and the U.S., but people from as far away as China, Malaysia, Japan and the U.K. choose it as their final resting place.

“Skylawn Funeral Home and Memorial Park has provided families from all walks of life with a sense of peace, tranquility and comfort for nearly 60 years,” said Greg Lim, area sales director. “From residents of the San Francisco Bay Area to our national and international customers, we work hard to ensure that people of all backgrounds, faiths and financial means can find the right burial and memorialization options for them.”

Skyview

[Skyview](#), Skylawn's newest and most ambitious memorialization development to date, opened in June 2016. Located at the highest point of Montara Mountain, Skyview features unspoiled views of the Pacific Ocean, Santa Cruz Mountains and San Francisco Bay. The 24-acre design enhances the natural beauty of the setting with gardens, bridges, streams and statues. Skyview offers many memorialization options, including cremation niches, memorial benches, custom-designed pedestals and garden estates custom designed for families. The development features many well-being and feng shui elements that are unlike any other memorial park in California. For instance, seven streams form the shape of a lotus flower to bring good fortune to families of those buried there.



Skylawn Funeral Home and Memorial Park



The Skyview development inside Skylawn Funeral Home and Memorial Park

Prominent feng shui master, [Clarence Lau](#), provided guidance and expertise for Skylawn's latest development. To reflect the Bay Area's large and diverse Asian-American population, Skylawn tailored several key aspects of Skyview to meet this community's specific needs. For example, the development pays homage to the Bay Area's Chinese community by incorporating multiple feng shui design elements into Skyview's spatial orientation and overall design.

Feng Shui Master, Clarence Lau

Skylawn commissioned Lau to integrate the principles of prosperity and well-being into Skyview. He advised Skylawn on how to position Skyview's lotus garden for optimal feng shui, which plays an important role in the afterlife, according to Chinese tradition.

"Optimizing feng shui for the afterlife is essential to ensuring the success and wellness of future generations," said Lau. "It also plays a vital role in providing an atmosphere of peace for the resting of departed loved ones."



Clarence Lau, Skylawn's feng shui master

Lau first learned his craft in Hong Kong in the early 1980s before moving to San Francisco a decade later. He offers feng shui expertise to help customers bring peace and happiness to their homes and businesses, as well as their final resting place. In 1995, Lau moved to Honolulu where he has been incorporating feng shui into people's lives for nearly two decades. Lau now travels between the Bay Area, Southern California and Hawaii as a full-time feng shui consultant. To learn more, click [here](#) for an interview.

Ching Ming

One of the many free, annual events at Skylawn is the two-day Ching Ming celebration, which takes place in the early spring. Activities include a performance by Chinese lion dancers to ward off bad spirits, a traditional blessing from Buddhist and Taoist monks and the [Wall of Honor](#), upon which guests place the names of the departed. The observance of Ching Ming, which dates back more than 2,500 years, is linked to the Chinese tradition of ancestor worship. Each year, celebrants visit ancestral graves where they conduct ceremonial rites and make offerings. Ching Ming traditions remain a significant part of cultural life in modern Chinese communities. Skylawn hosts more than 5,000 guests for the two-day festival each year.



Skylawn's annual Ching Ming celebration

Chung Yeung

Skylawn's annual Chung Yeung celebration, conducted on the ninth day of the ninth month in the Chinese lunar calendar, features similar activities as Ching Ming: Chinese lion dancers scare away bad spirits, Buddhist and Taoist monks deliver a traditional blessing, guests interact with the Wall of Honor – and the time-honored event of kite-flying provides afternoon entertainment. The ancient Chinese "grave-sweeping" traditions associated with Chung Yeung provide an opportunity for loved ones to care for ancestors' graves, as well as make sacrifices of special paper money and paper winter clothing. More than 5,000 people from all backgrounds attend the free, two-day festival each fall, where it's customary to take food, chrysanthemum wine or tea to picnic on a hillside. As with Ching Ming, this tradition remains an important part of today's Chinese cultural life.

Dia de los Muertos

At Skylawn, Dia de los Muertos (Spanish for Day of the Dead) is celebrated annually in the early fall with a traditional presentation of the altars, a Catholic service, mariachi music, folkloric dancing, Aztec drums and dance troupe, traditional Mexican food and sugar skull decorating. The ancient, Hispanic grave-decorating tradition is conducted every fall to celebrate the deceased and encourage visits by their souls. Dia de los Muertos dates back more than 2,500 years and is linked to the pre-Hispanic era. Each year, celebrants visit ancestral graves to build private altars and decorate graves with *ofrendas* (“offerings”). At Skylawn, more than 500 guests attend the free festival to witness and participate in the time-honored ritual.



Skylawn Memorial Park in San Mateo celebrates Dia de los Muertos.

Notable Burials

Military

- **Wilbur Bestwick**, first Sergeant Major of the Marine Corps

Sports

- **Bill Werle**, Major League Baseball pitcher from Oakland
- **Bobby Lee Bonds**, Major League Baseball right fielder, father of Barry Bonds
- **Chub Feeney**, baseball executive; president of the National League
- **Edwin Arnold Panagabko**, professional ice hockey player with the National Hockey League
- **Glenn Morris**, winner of the 1936 gold medal in the Olympic decathlon
- **Jim Davenport**, Major League Baseball third baseman for the San Francisco Giants

Political

- **Glen Hearst Taylor**, U.S. Senator from Idaho, the vice-presidential candidate on the Progressive Party ticket in the 1948 election

Hollywood

- **Willard Lewis Waterman**, character actor, played “The Great Gildersleeve”

Getting There

Free and open to the public, Skylawn is located at the intersection of Highway 92 and Skyline Blvd. on the Western slope of Cahill Ridge, in San Mateo, Calif. Gates open at 7 a.m. and close for the evening at 6 p.m., seven days a week. For more information, please visit: <http://www.skylawnmemorialpark.com> or call (650) 349-4411.

MEDIA, PLEASE NOTE: Reporters/editors interested in touring the property, receiving high-res images or interviewing Skylawn’s Greg Lim, please contact Gus Nodal at (415) 359-2320 or northstar@landispr.com.

ABOUT SKYLAWN FUNERAL HOME AND MEMORIAL PARK

Skylawn Funeral Home and Memorial Park provides end-of-life services to families from diverse religious, ethnic and cultural backgrounds. Established in 1959 as a non-sectarian cemetery, a state-of-the-art funeral home was added in 2006. Skylawn Funeral Home and Memorial Park is designed to reflect the natural beauty of its mountaintop setting. Skylawn Funeral Home and Memorial Park is part of a family of cemeteries, funeral homes and crematories with locations throughout Northern California. For more information, visit www.skylawnmemorialpark.com or call (650) 349-4411.