



Media Contacts:  
David Cumpston  
Landis Communications Inc.  
(415) 359-2316  
[cumpston@landispr.com](mailto:cumpston@landispr.com)  
[www.landispr.com](http://www.landispr.com)

Elena Fuhrmann  
Landis Communications Inc.  
(415) 359-2304  
[elena@landispr.com](mailto:elena@landispr.com)

## CLIFFORD YEE JOINS SKYLAWN MEMORIAL PARK TO DIRECT ASIAN AFFAIRS DIVISION

*Veteran funeral director ready to serve the Bay Area's growing Asian-American community*

**SAN MATEO, Calif. (Feb. 5, 2015)** – [Skylawn Memorial Park](#) today announced Clifford Yee as its new Director of Asian Affairs. As head of the newly-formed division, Yee will lead his team in providing end-of-life services tailored to the needs of the growing Asian and Asian American communities in San Mateo and the greater San Francisco Bay Area.



*Clifford Yee,  
Director of Asian Affairs  
at Skylawn Memorial Park  
in San Mateo, Calif.*

A veteran in the funeral services industry, Yee brings more than 25 years of experience to his new role at Skylawn after having previously served in senior roles at two other Bay Area memorial parks. Yee has worked with families for many years to incorporate traditional Chinese funeral practices and traditions into end-of-life services. He has also played an integral role in building community relations among those in the Chinese, Vietnamese, Korean and Filipino communities.

“Helping families make sense of Asian funeral traditions is the most rewarding part of my job and I’m honored to help people understand the customs of their culture,” said Yee. “Funeral service planning is an emotional experience, so we’re here to do whatever we can to help loved ones uphold and embrace longstanding cultural practices that may otherwise be lost.”

Yee’s commitment to preserving cultural traditions within the Asian community supports his goal of empowering families and loved ones through increased knowledge and connections to their cultural backgrounds.

“In addition to his extensive knowledge and experience in the funeral services industry, the genuine and personalized care that Clifford delivers to our clients provides much-needed comfort and support to families during the difficult grieving process,” said Brian Kestenblatt, general manager at Skylawn Memorial Park. “As the Asian American population continues to grow in the Bay Area, Clifford will play an important role in ensuring that the community’s specific needs and traditions are fulfilled.”

Yee is a native of San Francisco and a third-generation Chinese American. Considered one of the foremost experts in Chinese funeral culture, he has presented multiple lectures for various groups including the University of California San Francisco (UCSF) Medical Center, San Francisco Presbyterian Church in Chinatown, Buddha's Universal Church, San Francisco Methodist Church and Cumberland Church. Yee is a member of the Chinese Chamber of Commerce in San Francisco and the Chinese American Citizen Alliance, among other organizations.

**MEDIA, PLEASE NOTE:** To request an interview with Clifford Yee or Brian Kestenblatt, please contact Elena Fuhrmann at (415) 359-2304 or [northstar@landispr.com](mailto: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](http://www.skylawnmemorialpark.com). (FD 1848)

###