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| **BESPOKE UNDERTAKINGS**  **RIBBON CUTTING & LAUNCH EVENT** |

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| **Wednesday, January 28, 2026**  **4:00 PM CST**  501 S Carroll Boulevard, Suite 101  Denton, Texas 76201 |

## Schedule

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| **4:00 – 4:15** | Ribbon cutting ceremony |
| **4:15 – 4:45** | Office and gallery tour |
| **4:45 – 5:30** | Q&A with founder Joe Bell |

## Why It Is Newsworthy

This is not another funeral home opening. This is the first post-cremation consultancy in America launching publicly. A new category of business addressing a gap that has existed for decades.

## Press Availability

* Joe Bell available for extended interviews (by appointment)
* Office and gallery available for photography
* Multiple story angles: business/entrepreneurship, industry disruption, founder profile, veteran services

## Parking

Free lot parking on the east side of Carroll Boulevard. Street parking available south of building.

## RSVP

Contact Joe Bell: (940) 762-8202 or joe@bespokeundertakings.com

## About Bespoke Undertakings

Bespoke Undertakings is America's first consultancy exclusively for families with cremated remains at home, providing permanent placement and memorialization plans. Founded by third-generation funeral director Joe Bell, the company fills a gap that has existed for decades: 63% of U.S. families now choose cremation, yet more than a third keep remains at home indefinitely. Based in Denton, Texas, Bespoke Undertakings serves the Dallas-Fort Worth metroplex.

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