



PRESS RELEASE

For Immediate Release

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“A Friend Indeed: Help Those You Love When They Grieve” Earns Silver Medal in the 2018 Independent Book Publishers Awards

April 17, 2018, Hoffman Estates, IL – The award winning book, [A Friend Indeed: Help Those You Love When They Grieve](#), has earned the silver medal in the [Independent Publisher Books Awards](#), Aging: Death and Dying Category. The over 2,000 award entries represent mainstream and independent publishers from the U.S., Canada and 12 other countries worldwide.



Written by Amy Florian with Ken Florian, the book has also been a recent winner of the [2017 International Book Awards](#) and [2017 Best Book Awards](#).

Published in 2017, *A Friend Indeed* is a personal, informative guide that provides solid grief education along with practical information and steps to take to help others along the path to healing. The book is intended for individuals and families facing death, divorce, loss, or any other major life transition.

“For most of us, death is perceived as an unexpected, unnatural interruption to normal life. We like to believe that it won’t happen to us or to anyone we love and actively avoid talking or even thinking about it,” explains Corgenius President, Ken Florian. “As a result we are never taught how to be truly helpful and supportive to people we care about when they are grieving. The purpose of this book is to change that and teach people what to say and do. These kinds of awards help us accomplish our goal.”

The team’s other award-winning book, [“No Longer Awkward: Communicating with Clients Through the Toughest Time of Life”](#), is used throughout the Financial Services Industry by advisors looking for more meaningful ways to support clients dealing with life-changing transitions.

The Independent Publisher Book Awards were conceived in 1996 as a broad-based, unaffiliated awards program open to all members of the independent publishing industry who produce books intended for an English speaking audience.

About Amy Florian

Amy Florian, a visionary CEO, author, and teacher, has over three decades of experience helping others cope with life transitions. She is the founder and CEO of [Corgenius](#), the first professional training organization to focus on teaching advisors and consultants to support grieving clients. Florian holds a Master's Degree and is a Fellow in Thanatology (the highest level of certification in the field of grief studies).

About Ken Florian

Ken Florian is the President of Corgenius. He combines the best of neuroscience and thanatology with a good dose of humor to teach professionals how to build strong relationships with clients through all the losses and transitions of life. Ken brings decades of corporate leadership, a gift for words, and meticulous attention to teaching immediately useful skills in his presentations.

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