

For Immediate Release

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TGBeyond Introduces “*The Grieving Bitch: From Newlywed to Newlydead*”

The World’s First Death-Positive, Instagram Reality Series begins on June 5th

@tgbeyond

10 Weeks, 9 Passionate Death Workers, a 5 Step Journey, 2 Guys from TGBeyond, 1 @Grieving_Bitch and Vivi in Brazil.

Series Description

Claire and Matt were young, in love and living the life in New York City. Jobs on Wall Street, friends, family, hockey games, weekends at the beach. The future was bright and filled with great expectations. And then Matt got sick. And he got sicker. And he died. And the promise of a long life together was betrayed, as Claire went from fiancé to caregiver, wife and widow in two years, during Covid. Now Claire is the Grieving Bitch, and she is sharing her *5 Step Journey** with Matt, and her own thoughts about end-of-life planning, in the Instagram reality series, “The Grieving Bitch: From Newlywed to Newlydead.”

The series launches on June 5th @tgbeyond on IG, and is the first death-positive reality series to air on Instagram. Content consists of multiple daily posts, including: Claire’s personal confessionals about her end-of-life thoughts and experience with Matt; relevant daily insights and thoughts from 9 death workers including a funeral director, chaplain, grief and self-care expert, advance directives professional, after-loss organizer, hospice director; solo ager and memorial planner; weekly Instagram Live encounters between Claire, the death workers and the guys from TGBeyond.

The goal for the series is to dead-*ucate*, dead-*utain* and create an open, intimate and interactive conversation around end-of-life issues that affect us all.

About Claire Luckey, aka the Grieving Bitch

Since her husband’s death in June 2021, Claire has been grieving out loud. She has become passionate about educating millennials and Gen Zs about end-of-life issues. Claire feels social media’s availability and scheduling flexibility has contributed to keeping her head above water while her husband was dying and thereafter. It’s important to her to pay this forward.

As the @grieving_bitch on Instagram, a contributor to the “Every1Dies” podcast and now with “The Grieving Bitch: From Newlywed to Newlydead,” Claire is using her voice and experience to advocate for advance care planning and awareness of end-life-issues that we all face

“When Matt got sick, at best I was figuring it out as I went along and at worst, I was totally unprepared. Something that keeps me up at night is the question “could I have done more,” especially since he had stage 3 brain cancer in 2017, three years before it reoccurred as stage 4 and terminal. The reason I want to share my journey is to normalize the fact that everyone dies and to not ignore this reality until you are in the front row at a funeral. Even though we can’t control death or serious illness entirely, we have more choice and resources than we are taught to believe. Through everything I’ve learned in the last several years the hard way, I’d like to help people learn the easy way, before there is a crisis.”

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About TGBeyond

TGBeyond was co-founded by Jason Zamer and Barry Koch in 2018, and is committed to helping individuals and families navigate the physical, emotional and unavoidable administrative aspects of a death. Dying is hard on the living and TGBeyond wants to help make it a little easier.

For the last several years, TGBeyond has been producing Virtual Memorials that help families and friends gather and celebrate a life, wherever they are. They are now introducing “The Grieving Bitch” From Newlywed to Newlydead” and the *5 Step Journey* to help people better conceptualize and organize their approach to the end-of-life needs and activities they face.

***5 Step Journey - Acknowledge, Arrange, Honor, Rearrange, Live**

Consciously or not, we take a *5 Step Journey* when dealing with the dying, death and after loss of a close loved one. This journey consists of *acknowledging* the death and dying; making advance *arrangements* where possible; *honoring* the life and loss in meaningful and appropriate ways: *rearranging* our lives and the affairs of the deceased; and then *living* in our new reality, whatever that looks like.

TGBeyond's *5 Step Journey* is designed as a simplified, conscious approach to end-of-life issues. Sometimes the journey takes weeks, sometimes months and sometimes years. It all depends on individual circumstances. By being intentional about your *5 Step Journey*, we believe you can benefit from: increased choice and control; greater meaning and self-expression; less stress and family conflict; saved time and money.

For additional information, bios, photos, logos visit: [“The Grieving Bitch: From Newlywed to Newlydead”](#)

Press Contact:

Barry Koch
Barry@tgbeyond.com
@tgbeyond on IG
404 510-4389