

Eulogia Launches an AI Writing Tool Built for the One Thing AI Usually Gets Wrong: Honoring the Dead

A purpose-built obituary and eulogy app aims to fix the “lazy ChatGPT obituary” problem — helping grieving families write something true, in minutes, when they have no time and no words.

ROCKFORD, IL — JUNE 15, 2026 — As funeral homes and families increasingly turn to general AI chatbots to write obituaries — and as critics flag those tools for inventing details and drowning real lives in flowery filler — a new app is taking the opposite approach. **Eulogia**, now publicly available, is an obituary and eulogy generator built specifically for the moment of loss: it asks a grieving family a short series of structured questions about their loved one and produces a respectful, accurate, customizable tribute of a chosen length in minutes.

“Writing an obituary is one of the hardest things you do at the worst possible time. We didn’t build this to replace what a family feels — we built it to give them a starting point so a blank page doesn’t become one more thing to grieve,” said **Shaun McCarren**, founder of Eulogia.

Unlike a blank chatbot prompt, Eulogia is structured around what an obituary actually needs — names, dates, relationships, life details, tone — so the output reflects the real person instead of a generic template. Families control the length, voice, and every detail before anything is finalized.

The launch comes as the funeral profession openly debates AI’s role in memorialization. The topic dominated recent National Funeral Directors Association discussions, and outlets from *The Washington Post* to public radio have reported on families quietly using ChatGPT to write a loved one’s obituary — sometimes with mixed results.

Eulogia is available now at www.GetEulogia.com or on the Apple App Store. Pricing is \$9.99 for unlimited edits for 30 days; families can generate a tribute for free and unlock the full version to download and share. Funeral homes can license Eulogia for their staff with monthly limits and pricing tiers.

About Eulogia

Eulogia is an AI-assisted obituary and eulogy writing tool created by Shaun McCarren to help families and funeral professionals produce heartfelt, accurate tributes quickly during an overwhelming time.

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