

For Immediate Release
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Catholic TV ads to begin airing Feb. 14
Six-week campaign during Lent aimed at calling inactive Catholics back home

(Western Washington) Beginning Feb. 14 the Archdiocese of Seattle will air television commercials throughout Western Washington to invite inactive Catholics to come home. The cornerstone of the effort is Catholics Come Home, a national media campaign encouraging non-practicing baptized Catholics to return to the practice of their faith through ads that will be broadcast on television stations from Vancouver to Blaine and all points in between.

The campaign, made possible by thousands of small and large donations from local Catholics who want their friends, relatives and co-workers to come home to the Catholic Church, will be similar to efforts launched in five other U.S. dioceses last year.

The ads, available for viewing at www.catholicscomehome.org, will air more than 4,500 times on commercial television throughout the Archdiocese of Seattle from Feb. 14 to April 4. One of the ads titled "Epic" describes the history, beauty and spiritual richness of the Catholic faith. "Movie" depicts individuals watching movies of their own lives and concludes with the message that, with Christ, we can write the perfect ending. Another commercial offers testimonials from Catholics who have returned to the faith.

The campaign will include ads to be broadcast on Spanish language television and radio advertising in select areas. In total, individuals in the Archdiocese of Seattle contributed more than \$500,000 to put the commercials on the air.

The television campaign was first launched in Phoenix, Ariz., in March of 2005 where more than 90,000 Catholics accepted the invitation to return to the Catholic Church.

In preparation for the campaign, 124 Western Washington parishes sent more than 700 staff and volunteers to 10 training sessions in November and December 2009. Those who attended the sessions received training on how to welcome returning Catholics warmly and serve their pastoral needs.

Media Advisory

Catholics Come Home president and founder, Tom Peterson, will be in Seattle and available for interviews on Tuesday, Feb. 16, 2010.

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