



Press Release

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Record number of Tasmanian Churches sign up for unique prime-time media campaign

'Jesus' to be focus as 180 churches get behind campaign

Over 180 Tasmanian Churches have signed up in support of the first state-wide *Jesus. All about life* campaign, starting on September 12th across Tasmania.

“This is the first time this number of Tasmanian churches have gotten behind the one event,” said Salvation Army officer, Major Allan Daddow, chairman of the organising committee.

“The churches, which represent all major denominations, are spread right across the state and we’re excited about the impact the campaign will make in the Tasmanian community,” he said.

The campaign has the backing of the Tasmanian Heads of Churches.

The *Jesus. All about life* campaign, developed by the Bible Society, is a six week prime-time media campaign that uses television advertising, supported by radio and print ads to raise the profile of Jesus and Christian faith. The key message is that Jesus is ‘all about life’. Local church support is key to the campaign’s success. The campaign has already run in Adelaide (August, 2005) and Canberra (March/April, 2006).

“The television advertisements will screen in prime-time over the six weeks of the campaign with the funds to buy the airtime coming in the main, from the Christian business community,” said Allan.

“Whilst everyone will see or hear the advertisements, it is local churches that will be the key,” he said. “Each church is encouraged to run special outreach events during the six weeks and to offer copies of the *Jesus. All about life* book.”

The television advertising will encourage viewers to visit a website, www.allaboutlife.com.au or call 1 300 512 312 to receive a free copy of the book. The web site will also carry information about local events being run by churches as part of the campaign.

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