



Press Release

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Western Australian Churches say Yes to 'Jesus. All about life'

State-wide campaign to use prime-time media

A major outreach initiative in **Spring 2008** will unite churches of all denominations in what could be the biggest campaign of its type in Western Australia.

Developed by Bible Society, the 'Jesus. All about life' WA campaign will incorporate the use of prime time television in conjunction with a broad range of events and activities run by local churches and Christian organisations.

Chairman of the WA Steering Committee, Rob Douglas said the television campaign was intended as a catalyst for local churches to plan their own outreach activities, and ultimately would provide quiet Christians with the opportunity to share their experience of Jesus in a way that best suits their situation and personality.

"We have the advantage of building on the success of similar campaigns in Adelaide, Canberra and Tasmania," Mr Douglas said. "From their experience we see the potential for 500 churches of all denominations coming together in a united voice that will have a powerful impact on our state."

Endorsement for the campaign has come from the heads of the Anglican Church, Baptist Church, Churches of Christ, Uniting Church, Salvation Army and the Vineyard group of Churches, as well as Christian groups including Scripture Union, Fusion, and the Bible Society. It is hoped that other denominations and Christian organisations will come on board as time progresses.

A steering committee is seeking support from individuals who could assist with various aspects of planning for the campaign including media involvement, fundraising, church liaison, and follow-up. The committee is also keen to see churches beginning to budget and plan for activities during the campaign, using the 'Jesus. All about life' branding.

Details of the campaign are available on the website www.jesusallaboutlife.com.au

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