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<b>Title of the mailing</b> *	Marketing materials available focusing on "The Episcopal Church Welcomes You"

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**Body text of the mailing** \*

The Episcopal Church Office of Public Affairs

Marketing materials available focusing on "The Episcopal Church Welcomes You"

Ad in today's USA Today

[November 20, 2009] Marketing materials focusing on the welcoming nature of The Episcopal Church are available to dioceses, congregations and provinces from The Episcopal Church Office of Communication.

As example of outreach and evangelism, The Episcopal Church ad was featured on page 9A in the Friday, November 20 edition of USA Today, receiving national exposure.

The print ad in various sizes centering on "The Episcopal Church Welcomes You" was designed for local and regional use. The ad is also available in Spanish.

The ads are available here: <http://www.episcopalchurch.org/adcollaborative.htm>

"We want to herald and share our welcoming message," explained Anne Rudig, Director of Communication. "The work delves into our identity, our core beliefs, and our heritage in a manner that invites all to share.

"In the past few weeks, news about various religions has focused more about who's excluded from certain practices than who is included," Rudig said. "We follow Christ and believe that he's very clear that all are welcome. We strive to 'love our neighbors as ourselves'."

"We are celebrating the fact The Episcopal Church recognizes that God doesn't differentiate between the gifts of men or women, lay or ordained," said the Rev. Canon Dr. Charles Robertson, canon to the Presiding Bishop and Primate. "We want people to know who we are and to make their own, informed decisions."

The ads are available to dioceses, congregations and provinces at no cost. Additionally, space is provided for customization of local church and web site address.

"We encourage dioceses and congregations to place these ads in their local media outlets," Rudig said. "These are important tools in our efforts to tell our own story."

Rudig added that this effort is the first in a series of materials that will be available as an overall communication

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strategy for The Episcopal Church is developed.

"We want to be bolder and more proactive about letting people know that The Episcopal Church has so much to offer," said Robertson. "Our message continues to be that we welcome you into this adventurous life and reasonable faith in Christ...whoever 'you' may be."

The Episcopal Church welcomes all who worship Jesus Christ in 109 dioceses and three regional areas in 16 nations. The Episcopal Church is a member province of the worldwide Anglican Communion.

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