

Churches Advertising Network

NEWS RELEASE

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Where do you find God? – Christmas adverts aim to encourage debate on myspace.com

A Christmas advertising campaign based around a striking poster depicting the face of Jesus in a beer glass and a series of radio adverts in which young people talk about their spiritual beliefs has been unveiled by the Churches' Advertising Network (CAN). The adverts, aimed at young people, ask the question 'Where do you find God?' and will use the youth forum website myspace.com to encourage discussion and debate.

The adverts have been created by top radio advertising agency, Radioville, whose clients include Nationwide, Autoglass, Lexus, Carphone Warehouse and Harrods.

This year's poster picks up on the current media preoccupation for finding images of Jesus in everything from egg yolks to current buns. Next to an empty beer glass in which a face can be seen are the words 'Where will you find him?' and the web address: myspace.com/isthisjesus. It aims to provoke thought and debate about where and how people find God. The myspace.com/isthisjesus webspace will also have links through to the Rejesus website, giving information on the Christian faith and further links through to local churches.

CAN chairman, Francis Goodwin, said: 'We're excited by this year's campaign created by Radioville. We wanted the campaign to spark discussions about God, and we think these ads, both the posters and radio campaign will help do that. People may not talk openly about their beliefs but we hope they will discuss them on line at myspace.'

Commenting on the image of an empty beer glass he said, 'The message is subtle but simple - where is God in all the boozing at Christmas? For many, Christmas is just drinking and partying and God is excluded. Yet many young people are interested in finding deeper meaning and exploring faith. We hope the link to myspace will offer another venue for them to discuss their feelings and debate the issues.'

The CAN Christmas advertising campaign was launched today, Thursday September 14th at the Methodist Central Hall, Westminster, and will be carried on a variety of media including posters, church publicity, and commercial radio stations. Churches throughout the country will be invited to sponsor advertising slots on the radio, while the radio adverts themselves will be provided free of charge, thanks to sponsorship from

Jerusalem Productions, which is wholly owned by the Jerusalem Trust, a registered charity.

CAN, the Churches Advertising Network, is an independent and ecumenical group of Church communicators which for the past ten years has produced a series of striking poster and radio adverts. Past campaigns have included 'Bad Hair Day' and 'Meek. Mild. As if' (featuring the now famous 'Che' image of Christ, recently on display at the V&A museum). Last year's poster campaign, featuring a defiant looking image of the baby Jesus went on more than 2000 poster sites on railway stations and billboards around the country.

Last year's radio campaign for CAN, also by Radioville and voiced by BBC radio presenter, Simon Mayo, was broadcast on 36 radio stations during December, including the Galaxy Network and Kiss100FM. The campaign scooped the Andrew Cross Award for best radio advert or promotion 2005.

The adverts are available on line and can be downloaded at <http://www.churchads.org.uk>

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For more information, contact...

Rachel Farmer, phone: 01636 817218 or 07712196381
John Carter, phone: 01423 530369, mobile: 07798 652707, email: jhgcarter@aol.com

CAN website: <http://www.churchads.org.uk>

All ads can be downloaded from this site after September 14th.

About CAN

CAN, the Churches Advertising Network, is an independent ecumenical group of Christian communicators providing high quality Christian advertising campaigns linked to major festivals. Chairman, Francis Goodwin.

CAN is a Registered Charity No. 1096868.

Current members include:

Francis Goodwin (Chair)
Tom Ambrose – Vicar of Trumpington in Cambridge and former Communications Director, Diocese of Ely
Bruce Tulloch – Communications department, Salvation Army
Tony Kinch (Treasurer) – The Methodist Centre, Wolverhampton
John Carter – Communications Officer, Diocese of Ripon & Leeds

Rachel Farmer – Communications Director, Diocese of Southwell & Nottingham

Chas Bayfield – Arkwright Advertising Publicity & ideas Ltd

Tony Miles – Media Chaplain, Methodist Church

Liz Jepson – Communications Director, Diocese of Leicester

Simon Jenkins – Ship of Fools and Rejesus websites

Jeff Bonser – Christian Enquiry Agency

What is a radio agency doing, doing posters?

Radioville is the UK leading radio advertising agency. Which means we just do radio. Except this time.

Based in Soho, London, Radioville works on radio campaigns for clients that include Nationwide, Carphone Warehouse, Autoglass, Lexus, Harrods and the Church Advertising Network – for whom we won the Andrew Cross Award this year and the year before that.

Radioville specialises in making effective radio commercials using senior creative teams. Top advertisers use our specialist radio skills to achieve radio of TV quality. And very occasionally, when forced to by churches, we'll do a poster campaign. But we'll feel guilty afterwards.

Radioville has a history of winning awards, getting results and making some of the best radio ads in the country. So we have no intention of changing our name to Posterville.

To find out more about Radioville, and what Radioville does, visit radioville.co.uk or email our managing director, Stephen Donovan on stephen@radioville.co.uk

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Churches Advertising Network Radio in association with Jerusalem Productions

Rachel Farmer
Director of Communications
Diocese of Southwell & Nottingham
Dunham House, Westgate
Southwell NG25 0JL

Tel: 01636 817218
Mobile: 077 12196381