



## Media/PR: Talking/Messaging Points

### ***Background/History of CatholicsComeHome.org & Tom Peterson***

- Catholics Come Home® is an independent, 501(c)(3) non-profit, lay Catholic organization dedicated to producing and airing faith messages via local, national and international (multi-lingual) television commercials and websites. CatholicsComeHome.org is an Evangelization initiative (NOT a marketing campaign).
- Tom Peterson, formerly a national advertising executive, founded Catholics Come Home® in 1998, after experiencing a spiritually uplifting transformation on a Catholic retreat. This positive experience for Tom and his family prompted him to downsize and simplify his life, grow deeper in his Catholic faith, and to begin sharing the Good News of Jesus and His Church, in order to help other people too.

### ***Why do we need to air these messages?***

- CatholicsComeHome.org is responding to the invitation of Pope John Paul II and Pope Benedict XVI to use modern media in the *New Evangelization*, sharing The Gospel of Jesus with the world.
- According to the CARA Catholic Poll (CCP), only 33% of U.S. Catholics attend weekly Mass. That means **42.7 million, or two-thirds of U.S. Catholics are not going to Mass.**
- The number of Americans identifying themselves as **non-religious/secular increased 110% from 1990 to 2000. It is now 13.2% of the total population.**
- Up to **100,000 baptized Catholics in the U.S. drift away from Church annually.**
- **The average American spends 38 hours per week consuming media**, with TV and internet being the top two. Even the Atheists, Humanists and Christian Scientists are advertising now.

## ***The Commercials***

- Catholics Come Home® uses multi-lingual television messages (English, Spanish, Polish, and Portuguese) and interactive websites to invite viewers to healing, hope, redemption, and love. Portraying the beauty, spirituality and history of the Catholic Church, the television messages reach out to inactive Catholics and others on their faith journey; encouraging them to “take another look at faith” and to “come home”. The commercials direct the viewer to the websites [www.CatholicsComeHome.org](http://www.CatholicsComeHome.org) and [www.CatolicosRegresen.org](http://www.CatolicosRegresen.org) (Spanish), to find answers to questions of faith, and to utilize the site’s prominent [parish-finder](#) feature to locate their local parish community. These media resources have already helped to invite hundreds of thousands of lapsed Catholics and converts home to the Catholic faith family, and encourage practicing Catholics to go deeper in their understanding and practice of the Catholic faith.

## ***CCH Results/Impact on Dioceses***

- CCH has partnered with more than 30 (arch) dioceses. Many partner dioceses report **an average increase of Mass attendance of nearly 10%. CCH has helped to welcome more than 300,000 inactive Catholics and converts home.**
- By the end of Advent 2011, the CCH TV messages reached more than 125 million television viewers across the United States.
- The inspiring television and website advertisements are viewable at [www.CatholicsComeHome.org](http://www.CatholicsComeHome.org). “These messages are created and sponsored by lay Catholic families who have experienced a renewal of faith and who want to bring purpose and hope to other families across the country,” said Founder, Tom Peterson.

## ***Media Contact Information for CatholicsComeHome.org:***

- ***To receive a copy of the commercials for media broadcast or to schedule an interview with Tom Peterson, President and Founder of Catholics Come Home®, please contact Yvonne Marchese, Executive Director, at 678-585-7886 x101 or email [Yvonne@CatholicsComeHome.org](mailto:Yvonne@CatholicsComeHome.org)***