

 The Augusta Chronicle augustachronicle.com	<p>“Catholics Come Home brought a new essential awareness both in our priests and our people that we should be about the task of evangelizing and most especially to invite back those who are not presently at the banquet table,” Bishop Kevin Boland said. “The projection of Catholics Come Home is a long-term focus.”</p>
 The Boston Globe	<p>“Each time we go to Mass. . . the pews seem emptier and emptier,” said Janet Benestad, secretary for faith formation and evangelization at the archdiocese. The goal of the campaign, she said, “is to say to folks, ‘We are diminished by your absence . . . and we want to issue a genuine invitation to return to the practice of the faith.’”</p>
 THE CATHOLIC  BEAT	<p>“I’m a priest, I go to Mass every day — sometimes several a day. And that commercial moved me,” he says. Fr. Schmidt predicts that the commercials will send many people to their local parishes looking for information and for a welcome. After the first story about the campaign aired on television Monday, he says, he received two calls about coming back to the Church. “People want a faith life, and they want meaning.”</p>
 Catholic NEWS HERALD <small>SERVING CHRIST AND CONNECTING CATHOLICS IN WESTERN NORTH CAROLINA</small>	<p><i>A diocese-wide effort to encourage lapsed Catholics to return to the Church kicked off last Advent and has already seen a positive response in parishes...“I’ve had many people contact me directly, or through parishioners, who want to return to the sacraments,” said Fr. Benjamin Roberts, parochial vicar at Sacred Heart Church in Salisbury.</i></p>



Catholics Come Home is using well-known personalities like Lou Holtz to draw men and women to the fullness of the Gospel as found within the Catholic Church. They are also reaching out to bring Catholics who, for whatever reason, have stopped practicing their faith, back to the heart of the Church. In effect, they are doing what we should all be doing, each in our own way.



Catholics Come Home, a lay organization faithful to church teachings, is launching the church's first nationwide television ad campaign inviting millions of inactive and former Catholics to return to the fold. Catholics Come Home's TV commercials, which show personal family moments in church along with images from the broad sweep of Catholicism through history, are scheduled to appear on all major networks in all big markets Dec. 16 through Jan. 8.



Catholics Come Home, a television advertising campaign, has proved successful in 30 regional markets, helping raise attendance at Mass by 10 percent overall and by as much as 18 percent in some areas. Now, for the first time, it's going national -- and potentially reaching 250 million viewers. Tom Peterson, president and founder of Catholics Come Home, says of the \$3.5 million media blitz, "It's taken us over 15 years as a grassroots effort to raise that money, and about 35,000 families around the United States said I want to invite my neighbors and relatives home."



"Ads will air more than 400 times during the three-week period on major networks like CBS and NBC and cable stations like TNT and CNN inviting viewers to take a look at the church and to 'come home' during the holidays and New Year's," Peterson told msnbc.com on Tuesday. The 30- and 60-second commercials will air in English and Spanish on major networks in every diocese, according to The Wall Street Journal. Peterson said 250 million viewers in more than 10,000 cities and every diocese will be exposed to the ads.



Using a locker room as a backdrop, Holtz reminds viewers of the importance of doing God's will, loving others, prayer, discipline, gaining strength through God's word and receiving the sacraments. The Holtz ad will be aired in various markets and programming throughout the United States, reaching an estimated 70 million households.



"Whatever the reason, we are here today to launch an evangelization initiative that reaches out to them and says, 'We miss you. Our worshiping communities are diminished because of your absence and we want you to return,'" Cardinal O'Malley said. It is estimated that 92 percent of the Eastern Massachusetts viewing audience will see at least one of the television spots over the season, said Archdiocese of Boston Secretary of Faith Formation and Evangelization Janet Benestad. "Using these commercials, the Church is able to speak to people we do not normally reach," Benestad said.



A newly redesigned website aims to reconnect people in the English-speaking world with Catholicism. The website is titled **CatholicsComeCome.org**. It's mission is just that. During this Year of Faith they want to bring Catholics closer to their faith. The revamped site allows them to focus on three groups of people, exemplified by these three doors. The first are the people that do not consider themselves Catholic. The second door is for nominally Catholic people, those who don't practice the faith. And the third one is for proud Catholics. Behind each other is information and video explaining the Catholic Church and how their teaching can apply to everyday life.



The campaign "affords us a golden opportunity to rediscover the love that is the very basis of our Catholic faith, to be reconciled with God and our neighbor and to exemplify the Father's welcome of the prodigal who has the courage to return home," Rev. Douglas Clark wrote.

	<p>This year, new initiatives are courting those who've wandered from the flock. Some call them the "Chreasters" — people who rarely show up beyond Christmas and Easter. The Catholics Come Home project is for the first time running a \$3.5 million TV campaign nationwide. CCH is also launching new local campaigns in St. Louis, Tampa and Fort Wayne, Ind.</p>
<p>times-georgian.com</p>	<p>The pews in Our Lady of Perpetual Help Catholic Church have been filled with more parishioners lately, due in part to a TV ad program launched in Georgia inviting Catholics who have left the church to “come home.” Since the Catholics Come Home Georgia campaign kicked off on Dec. 17, attendance at the church in Carroll County has increased 10 percent. It was determined that attendance rose 14 percent throughout the Archdiocese of Atlanta. The committee learned that the majority of people coming back did not leave because they were upset with the church, but because they “got lazy in their spiritual life.”</p>
	<p>In response to a three-minute segment that slams the Catholic Church and sneers at a television advertisement encouraging people back to the faith, the founder of Catholics Come Home is inviting HBO host Bill Maher and his viewers to the peace that only comes from God. Peterson concluded with a plea: "So now is the time for faithful Catholics and all Christians to join together to pray for our troubled world, to follow the example of Jesus and to love our neighbor, and to invite Bill Maher, his viewers and others back to the practice of faith, back to a life of love, back to the healing and peace that always triumphs over evil, and only comes from God."</p>
	<p>“Most people fell out of the habit of going to church, and then they don’t come back,” said Peterson, whose apostolate has aired television commercials in 33 dioceses and archdioceses across the country since 2008. During that time, about 300,000 Catholics, of all ages, have returned to the Church. “Most</p>

	of our fallen away brothers and sisters didn't know they were welcome back and that they were wanted," Peterson said. "The vast majority of people say they come back 'because you invited me.'"
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