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CONTACT:

Michael Ryan

416 450 7636

communications@franciscans.org

www.franciscans.org

12th Century wisdom meets 21st Century communications www.franciscans.org

Mount St. Francis, Indiana, January 9, 2006: The Conventual Franciscan Friars announced the launch of an international communications initiative **'Join the Brotherhood'** at www.franciscans.org. It is an invitation to explore Franciscan life and spirituality. The invitation is open to everyone but is specifically designed for Catholic men and women looking to deepen their relationship with Jesus Christ and His Church through St. Francis of Assisi and Franciscan community life and service. 'Join the Brotherhood' is a multifaceted, long-term engagement with the Catholic Community and beyond. It uses or will use all of the new communications tools available on the Internet including viral marketing (<http://www.franciscans.org/redemption1>) and online community building. Additionally the Friars have created Conventual Franciscan *Media* as an outlet to produce content for the web, television and radio. At its heart franciscans.org and "Join the Brotherhood" is about storytelling and using video and multimedia forms to engage a younger audience. Vocation exploration, support and conversation are the other hallmarks of this exciting new venture.

"It is our hope that franciscans.org becomes a connection point for Catholics who desire to live their faith and develop community through a Franciscan lens" said Fr. Jim Kent OFM Conv, North American Vocations Leader.

"We are embracing the online world and other communication mediums of the future with certainty and hope that they will allow us to continue the mission of St. Francis of Assisi - living simply, building communities and trusting in the Lord Jesus Christ." said Fr. Peter Damian Massengill OFM Conv, Minister Provincial, Our Lady of Consolation Province.

The Conventual Franciscan Friars (Order Friars Minor Conventual) is an international order of Catholic men, priests and brothers, living in community and serving the faithful and the poor according to the Rule of 1223 written by St Francis of Assisi. The Friars have served the North American Catholic community through multiple ministries since the mid 1800's.



If you would like to learn more about the 'Join the Brotherhood' campaign and franciscans.org or to request an interview with a Fr. Jim Kent, contact Michael Ryan, Communications Advisor. Alternatively, you can visit www.franciscans.org and complete the 'request an interview form' in the Information Center/Media Center section of the website.

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