



For embargo release
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MEDIA RELEASE: Catholic Mission Launch Global Awareness Campaign Ahead of Mission Month

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An Australian-led global awareness campaign featuring the faces and voices of missionaries from over 50 countries will be launched internationally, today (Monday September 27)

The digital campaign, connecting mission partners from around the world and to be translated in over 30 languages, including Arabic and Mandarin, will be launched globally by Catholic Mission to mark the beginning of World Mission Month.

Catholic Mission, the Australian agency of the Pontifical Mission Societies, led the development of the campaign, working in close collaboration with partners across the globe for nearly 12 months to voice a stirring message that missionaries are still serving global communities.

Responding to a call from Pope Francis, inspired by Acts 4:20: *“For we cannot keep from speaking about what we have seen and heard”*, the campaign sheds light on the dedication of missionaries to serving people in places where poverty and disadvantage compound the devastating impact of COVID-19.

“This video is simply one of the tools now available to us in this technological era to build awareness of the significance of mission, particularly during the month of October,” says Fr Brian Lucas, National Director of Catholic Mission.

“The 1st of October is the feast of Saint Therese of Lisieux, the patron of missions and the second last Sunday is World Mission Sunday. This is an opportunity to pay special attention to the importance of sharing faith in mission.”

In a major example of international cooperation, Catholic Mission and its partners sourced video messages of support from religious and lay missionaries representing every corner of the globe.

The campaign video will be launched globally with a special world premiere on Monday (September 27) at 6pm (AEST), streamed on Catholic Mission TV.

The awareness campaign builds on the global popularity of a similar production last year highlighting the “people with a thousand faces”, Pope Francis’ term for missionaries around the world.

The #WeAreStillHere global video was viewed over a million times on social media around the world, translated into dozens of different languages and featured on national television programs in Ireland and Malta.

“The international videos showcase the images that tell the story of what we have seen and heard and what we long to share with everyone,” says Fr Brian.

To access Catholic Mission TV and view the world premiere visit the link:
<https://www.catholicmission.org.au/wearestillhere>

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About Catholic Mission

Catholic Mission is the Australian agency of the Pontifical Mission Societies – the Catholic Church’s global organisation dedicated to continuing Jesus Christ’s mission in the world: that all may have life to the full. Founded in Sydney in 1847, Catholic Mission contributes funding and project support to critical church-run initiatives in Africa, Asia, Oceania, and South America. These include spiritual formation, pastoral care, education, health, sanitation and agricultural programs. Here in Australia, we form people to go out and be missionary in their professional and personal lives; to pray, advocate and take action for those on the margins. Catholic Mission has offices in 27 Australian dioceses.