

Affinity Public Relations

Hello Industry Family and Friends,

We, at Affinity Public Relations, do pray that this correspondence finds you in great peace and health. If you would, please allow me a few moments of your time to update you on an amazing new project that God has recently called me to, **The Hollywood Prayer Network**.

The Hollywood Prayer Network is a non-denominational Christian prayer ministry created by California TV producer **Karen Covell** who desired, more than anything else, to see that the overtly influential entertainment industry and media in Hollywood remain influential but positive and family friendly. Karen was lead to start this ministry with the sole purpose of praying for the people, the projects and the powerful influence of the Entertainment Industry.

According to Karen, “The main reason we believe people in the entertainment industry need prayer, is because it is through prayer that they will know that God loves them and wants them to experience his love, peace, joy and hope! We pray for EVERYONE in the media, not just celebrities. We pray for the people trying to break in, the people who have gotten work and lost work, those with cancer and those with writers blocks. Our society doesn't support artists and the creative community and we want them to know that they are valued and God loves them.”

It was last year, while handling the PR for **The Bible Experience: New Testament**, that we were contacted by **HPN** and offered a hospitable partnership opportunity at their annual **National Media Prayer Breakfast**. While working together, Karen and I began talking about **HPN** and I was very impressed with the ministry and her heart to create change. After months of talking about the ministry with colleagues, friends and family, I was surprised to find out no one had ever heard of **HPN**. I shared this with Karen and she suggested that I begin a Chapter of **HPN** in New York City.

In October 2007, I became the Director of the NYC Chapter of the **Hollywood Prayer Network**. As many of you may already know, Affinity Public Relations, is an exclusive Christian PR firm. Those of you who know me and the company personally, you know we don't move unless guided and directed by God, so you know how absolutely important this must be for me. This is not going to be easy and your support will be so appreciated.

Our specific goal, for the New York Chapter, is to create a generalized outreach plan that outlines the importance of believers being a powerful and influential force in praying to God that the executives' hearts are softened to the materials that they write and except, that the press is moved to tell the story as it happened and not spring for the sensationalized substitute and pray that the talent is moved to make better moral, ethical and spiritual choices in the roles they choose.

It's no secret that we live in a time where our children need to be monitored constantly when watching TV, on the computer, at the mall, looking through magazines, considering video games etc. Furthermore, it would also be impossible to deny that we, as adults, are having a hard time making fluid moral, ethical and spiritual entertainment choices as well. Everything is so tempting.

I pray that this is an important issue for you, because it's so sad to know that families can't sit together and watch a movie; their too vulgar. That there are people out there that are hurting and have no where to go. Moreover, the temptation spawned by the clothing that's designed today leaves nothing to the imagination and a host of other issues. Please, keep in mind that the possibilities of change are endless when we pray.

We will imitate several of the significant practices originated by the California Chapter. For instance, we will host prayer vigils, prayer walks, seek prayer requests from movie and TV executives as well as actors and actresses as they prepare for upcoming films and filming, we will pray for the younger generation of entertainers and their parents along with a host of events to show our support for those in prayer.

In the coming months, we will join with several organizations to host a series of meet & greets in conjunction with other Christian organizations in the New York metropolitan area that also seek to make change. We will partner with, not only, with the entertainment and media industry, but Christian industry professionals, fashion, literary, corporations, entrepreneurs, record labels, publications, restaurants etc. All in an effort to be a significant and positive influence on those who are most influential to society at large.

Our website will be up and running very soon and we would love to keep you posted on all the God is calling us to do with the New York Chapter. Feel free to tell your family, friends, associates, colleagues etc about us. We don't have a location to meet just yet, so for now, we will probably begin meeting at one of the affiliate offices in Manhattan. (We will keep you posted)

If you would like to join the New York Chapter, need prayer, have a friend or client that needs prayer or would like to added to our contact list for HPN, please feel free to give us a call at: 718-432-6412 or email me at: rhonda@affinity-pr.com.

You can find out more about Hollywood Prayer Network by visiting: www.hollywoodprayernetwork.org.