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Church Theatre Network Launches Nationwide with Randy Travis Film... “*The Wager*”

Outreach Cinema brings quality, feature length movies to churches nationwide

Scottsdale, AZ / Los Angeles, CA (Oct. 2007) — Christian Film Studio Pure Flix Entertainment has announced the launch of an exclusive direct-to-church film release program titled Outreach Cinema (www.outreachcinema.com). This cutting edge media platform incorporates the advantages of digital motion picture media and the global church network to promote the release of faith-based and family feature films.



“Our vision is to help the Church connect more deeply with people in their community through feature films,” said David A.R. White, a film producer, actor and one of the founding members of Outreach Cinema. “Many movie theatres have been reluctant to embrace movies with strong faith messages, an igniting factor for Pure Flix to develop this innovative platform.”

“America has more church seats than theatre seats, creating a great opportunity to share the redeeming message of the Gospel at churches in a safe environment,” said managing partner Byron Jones. Evidenced by blockbuster hits *The Passion of the Christ* and *The Lion, the Witch and the Wardrobe*, people want family and faith-based films.

On New Year’s Eve, Outreach Cinema will release *The Wager*, a major motion picture starring Randy Travis to churches exclusively. A modern day parable of Job, *The Wager* boasts an impressive cast of noted actors coming together to deliver a powerful story of standing fast in the midst of the storm. The film also stars Candice Cameron Bure (*Full House*) and Nancy Stafford (*Matlock*), Jude Ciccolella, (24), Bronson Pinchot (Perfect Strangers). Churches are becoming increasing media savvy, re-opening a door that was closed for several years. In 2006, churches in America spent a half a billion dollars on new video projection equipment.

Until the late 1980’s, many churches across the nation hosted monthly film nights that became cultural and spiritual community events. Jones was a part of this era and held many successful events. “We often had multiple showings just to accommodate the crowds. During one Saturday night event in the winter, we ran four showings, with the last show ending at 3 a.m.,” Jones said. This was the greatest monthly outreach program and one reason why I believe in the power of church movie nights.”

Outreach Cinema offers churches and pastors complete movie night packages:

- **Interactive Website:** The Outreach Cinema release platform provides an interactive website, where pastor’s can “preview” and select films they wish to host. By using an exclusive church license program, a pastor can select to be the exclusive church in a city/neighborhood to show a new film release.
- **Marketing Support:** Downloadable marketing packages provide print, radio, television, Internet and new media marketing materials included in the purchased “license.” A pastor can review a film on Saturday night and have all the materials to release and promote the selection the next morning at church.

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- **Benefits to Churches:** Churches hosting movie nights build fellowship and grow their congregations through reaching out to the community with faith-based and family friendly films. While millions of people venture to the theaters each weekend, Outreach Cinema provides an alternative option for film viewing in an inviting venue filled with fellowship and spiritual growth through quality films free of distractions and offensive material.

About *The Wager*: Just when film star Michael Steele (Randy Travis) thought he had overcome Hollywood blacklisting and persecution for his beliefs, he finds himself fighting for his life. The film unfolds as Michael's faith is tested as his life unravels by the destruction of his reputation, his marriage and career. Will Michael rely on his faith to live the truth no matter the consequences? Nancy Stafford (*Matlock*), Candace Cameron Bure (*Full House*), and Doug Jones (*Fantastic Four: Rise of the Silver Surfer*) also star. Church release is scheduled for December 31, 2007. For more about *The Wager*, visit www.wager-movie.com.

About Outreach Cinema: Outreach Cinema (www.outreachcinema.com), a marketing and distribution company, specializes in the promotion and releasing of films to the faith-based community. With call centers located in Nashville and Scottsdale, Outreach Cinema's Church Theater platform is rapidly developing an international network that will change the paradigm of faith-based releases.

The Founders of Outreach Cinema:

Liz and Randy Travis: With 22 number one hits, 6 number one albums, 5 Grammy's, 6 CMA's, 9 ACM's, 10 AMA's, 6 Dove Awards, and a star on the Hollywood Walk of fame, Randy and his wife, Liz are a key to Outreach Cinema's vision. Randy has also become an accomplished actor, with credits including *The Rainmaker*, *Frank and Jessie*, and the upcoming *The Wager*.

Russell Wolfe: Commercial/movie producer as well as years of senior level management experience as President and CEO.

Michael Scott: Producer of movies, hundreds of commercials and the hit series "Travel the Road" that is currently entering its third season on Trinity Broadcasting Network.

Byron Jones: VP of Sales and Marketing for Christian film companies responsible for marketing, sales and distribution of over 8 million Christian DVD's in the past 7 years.

David A.R. White: Noted actor and producer of movies for the past 15 years in Hollywood in both the Christian and Secular film communities.