



May 24, 2008 - Cardinal Seán Announces New Weekly Email Initiative

Brighton, MA - Cardinal Seán O'Malley announced today the launch of a new way of communicating with Catholics throughout the Archdiocese of Boston.

Beginning on May 24, those that take advantage of this new opportunity will receive a "Weekly Email from Cardinal Seán & The Pilot" that will include special messages from Cardinal Seán, content from Cardinal Seán's Blog, official press releases from the Archdiocese, and links to current stories from The Pilot, new programs from CatholicTV, resources for Mass & Prayer, a calendar of upcoming events around the Archdiocese and other helpful information to deepen Catholic faith life.

The initial email will be sent to approximately 10,000 email addresses that have been provided recently to various Archdiocesan agencies and affiliates. The Cardinal hopes that this list will grow to include every Catholic household in the Archdiocese that has an email account as well as everyone interested in learning about the ministries, activities and works of the Archdiocese of Boston.

Cardinal Seán said, "This weekly email initiative will increase communication and connection among Catholics across the Archdiocese. As we celebrate our Bicentennial year, we have been reminded how Catholics have innovated to ensure that the saving message of Jesus Christ reaches as many people as possible. We want to continue that spirit of innovation and evangelization by utilizing the many new communication tools made possible by the recent advances in technology. I encourage every Catholic of the Archdiocese with an email account to sign up for this weekly email."

The email initiative is one of a number of communication initiatives launched or planned by Cardinal Seán, including:

- New blog (CardinalSeansBlog.org) launched in September 2006
- New website for The Pilot (TheBostonPilot.com) launched in October 2006
- New websites for CatholicTV (CatholicTV.com & iCatholic.com) launched in December 2006
- New state-of-the-art studio for CatholicTV in Watertown, June 2007
- Expansion of coverage for CatholicTV on Comcast, Verizon and satellite providers (summer of 2008)
- Launch of a new website for the Archdiocese of Boston in the Fall of 2008
- Websites for every parish & school in the Archdiocese without a current web presence (as part of the new Archdiocesan website initiative in the Fall of 2008).
- Publication of photo slideshows of many major Archdiocesan gatherings.

The Cardinal has asked Antonio Enrique, editor of The Pilot, to coordinate the weekly email and Scot Landry, Secretary for Institutional Advancement, to work with parishes, schools, agencies and individuals to grow the distribution list beyond its initial 10,000 names.

Anyone wishing to signup for the weekly email can do so at the Archdiocese's Bicentennial website, www.Boston200.org.

About the Archdiocese of Boston:

The Archdiocese of Boston was founded on April 8, 1808 and was elevated to Archdiocese in 1875. Currently serving the needs of approximately 2 million Catholics, the Archdiocese of Boston is an ethnically diverse and spiritually enriching faith community consisting of 295 parishes, across 144 communities, educating approximately 48,000 students in its Catholic schools and 156,000 in religious education classes each year, ministering to the needs of more than one million patients annually in its hospitals and 200,000 individuals through its social service outreach. Mass is celebrated in nearly twenty different languages each week. For more information, please visit www.rcab.org.

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