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An Online Coffee Store is Brewing for Christian Movie Connect

Cheryl Wicker, founder of Christian Movie Connect, announces an upcoming fresh new product for their fans: an online coffee store that will support the work of this award-winning Christian media organization as they promote faith-based and family friendly films. Christian Movie Connect posts a bi-weekly video podcast featuring interviews with the personalities behind the movies at christianmovieconnect.com.

MONROE, La., Aug. 29, 2014—Christian Movie Connect (CMC), an award-winning video podcast featuring interviews with the personalities behind the movies is brewing up something new for their fans: an online coffee store. The private label store will feature seven varieties of ultra-fresh organic coffee that is roasted to order. Proceeds from the store will support the work of CMC as they provide free publicity to faith-based and family friendly films through their bi-weekly podcast. They also plan to set aside 5% of the proceeds in a scholarship fund for up-and-coming Christian filmmakers.

“CMC is my way of helping Christian filmmakers get the word out about their movies,” states Cheryl Wicker, founder, producer and host of CMC. The podcast has an all-volunteer team that has been traveling across the U.S. to film festivals and media events over the past three years interviewing top names in Christian film. Wicker personally funds the endeavor. “It has been a labor of love for us through the years,” she says. CMC is currently making goals for future expansion which will require them to develop a revenue stream. An online coffee shop seemed the perfect fit to Wicker who was inspired by her own love for coffee.

“I absolutely love coffee. It makes you feel warm and happy inside and the best friendships and networking happen over a cup of coffee!” exclaims Wicker. “So now, in addition to connecting you to the movies you love to watch, we will also connect you to great fellowship over the best cup of coffee available on the planet!”

The store will be available for a pre-launch by early to mid-September. The official launch, however, will be October 1, 2014, the date of CMC’s 100th episode. “We will kick off a 30-day fundraiser through the store at that point so we can get started on some of the cool things we want to offer which will include a brand new CMC website, listing the CMC podcast on iTunes and other top directories, a ramped up blog

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with more up-to-the minute news, fun contests and more,” states Wicker. The store will be available year-round and will also allow coffee lovers to opt for a coffee club subscription and have fresh coffee delivered to their house each month.

CMC is going into their fourth year of production and is seen at top Christian film events throughout the country, including the National Religious Broadcasters Convention, Biola Media Conference, Gideon Media Arts Conference and Film Festival, International Christian Visual Media Catalyst Conference, Christian Women in Media Association National Conference, and the Pan Pacific Film Festival, as well as movie premieres, movie sets and other Christian media events. They will be attending the Christian Media Association National Conference on October 17-18, 2014 where Wicker, who is also a film producer and entertainment publicist, will be one of the speakers. Earlier this year, they were awarded with “Excellence in Broadcasting” at the 2014 Stellae Awards, held at the 2014 Pan Pacific Film Festival in Los Angeles, CA. CMC was the first recipient of the award sponsored by iPDb.

To view the CMC podcast or for more information about CMC, go to www.christianmovieconnect.com. The CMC store will be accessible at christianmovieconnect.com/coffee-store or by clicking on “Coffee Store” from the home page.

About Christian Movie Connect



Christian Movie Connect (CMC) is an interview podcast venue that showcases the major voices in Christian movies. Hosted by media personality Cheryl Ariaz Wicker, CMC interviews Christian filmmakers, actors, screenwriters and other Christian film industry newsmakers in the country and worldwide. Podcast interviews are filmed at leading Christian industry events such as National Religious Broadcasters Convention, Biola Media Conference, Gideon Media Arts Conference and Film Festival, International Christian Visual Media Catalyst Conference, Christian Women in Media Association National Conference, and the Pan Pacific Film Festival, as well as movie premieres, set visits and other Christian media events.

About Cheryl Ariaz Wicker



Cheryl Ariaz Wicker is an award winning film producer, media personality and Christian publicist, having worked in media for over 16 years. She owns Premier1 Studios, an entertainment media and marketing company specializing in the faith market. Wicker is also known in Christian entertainment circles as the National Christian Movies Examiner as well as an entertainment blogger, celebrity interviewer, and the host of the video podcast Christian Movie Connect which allows viewers to meet the personalities behind the movies. She has been involved in film and television in a number of roles with credits including CBS, ESPN, BET, FOX Sports, PAX (now ION), UP, TBN as well as the big screen. She produced "Flag of My Father" with John Schneider and William Devane, which won best narrative feature at the GI Film Festival. She also worked with Pure Flix Entertainment on some of their recent projects: "Finding Normal" starring Candace Cameron Bure, "God's Not Dead" starring Kevin Sorbo and Willie & Korie Robertson, and the upcoming theatrical release, "Dancer and the Dame" starring Billy Gardell.

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