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FOR IMMEDIATE RELEASE

Cafe Connect Hosts Coffee Photo Contest on Facebook to Boost Fundraising Efforts for Christian Movie Industry

“Best Coffee Moments” a Facebook photo contest by Cafe Connect, will give away a bag of organic fair trade coffee every two weeks during its fundraising campaign to benefit Christian Movie Connect, the award-winning podcast that supports the Christian film industry through free publicity.

MONROE, La., Nov. 30, 2014—Christian Movie Connect (CMC), an award-winning video podcast featuring interviews with the personalities behind the movies recently launched its new private label online coffee store. Café Connect is now hosting a Facebook photo contest encouraging contestants to share their “Best Coffee Moments.” Every two weeks, the entries with the most votes (Facebook likes from friends) will win a free bag of organic, fair trade coffee. No purchase is necessary to enter the contest. At the end of the fundraiser, those who purchased 6 or more bags of the Café Connect private label coffee will go into a random drawing to win a Kona French Press plus a bag of Café Connect coffee.

The proceeds from the coffee sales will be used by CMC as they continue to promote Christian films with their bi-weekly podcasts, to expand their reach and improve their website. A portion of the proceeds of the Café Connect private label bagged coffee will go towards a scholarship fund for up-and-coming Christian filmmakers.

“We chose organic coffee for our fundraiser because coffee is such a loved and consumed product” said Cheryl Wicker, founder and host of CMC. “We hope that people who love great coffee and redemptive movies will purchase our coffee to enable us to continue to support the Christian movie industry.”

The grand opening of Café Connect’s gourmet, organic coffee store kicked off at the Christian Media Association National Convention in Dallas, Tex., in tandem with the launch of a nine-week fundraising campaign. The Café Connect store features seven specialty ultra-fresh organic coffees that bear the Café Connect private label, which are roasted to order and available in 12 oz. bags, ground or whole beans.

christian movie connect

For those desiring options outside of the Café Connect brand, CMC has formed a partnership with Just Love Coffee that enables them to also offer 16 varieties of gourmet coffees, including 3 decaf varieties and single-serve cups as well as hot chocolate mix. Both the Café Connect and Just Love coffees come straight from farmers around the world and are fresh roasted right before shipping.

By purchasing from the store, fans can show their support for the work of Christian Movie Connect and the Christian film industry. The proceeds from the fundraiser will help cover the costs that come with making the podcast possible, and in turn, sharing more of the exciting stories within the Christian film movement.

CMC is going into their fourth year of production and is seen at top Christian film events throughout the country. 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, Calif. CMC was the first recipient of the award sponsored by iPDb.

To view the CMC podcast or for more information about Café Connect, go to www.christianmovieconnect.com. The store is accessible by clicking on “Café Connect” from the home page and then “Visit Café Connect.” The photo contest rules are available by clicking on “Best Coffee Moments.”

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.