



NEWS RELEASE

APRIL 6, 2016

Embargo date: April 14, 2016

Media Contact: Ellen Graf-Martin

Email: ellen@grafmartin.com

Phone: 519-342-3703 x 1

ALPHA LAUNCHES THE NEW ALPHA FILM SERIES GLOBALLY

The completely re-imagined version of the widely successful Alpha Course

WATERLOO, Ontario – Canadian churches have consistently identified a clear gap in resources to communicate the timeless, transformational truth of the Gospel to a changing culture and new generations. In response, on April 14th, 2016 Alpha Canada will participate in the global release of the brand new *Alpha Film Series*, with 16 new, 30-minute, documentary-style episodes. This carefully created film series is designed to equip and assist Canadian churches to intentionally engage their unique community.

With 29 million people globally having already experienced Alpha, the [Alpha Film Series](#) will engage a broadly global and multicultural audience while covering the traditional Alpha content such as: *Who is Jesus?*, *How can we have faith?*, *Why and how do I pray?*, *How does God guide us?*, and *Who is the Holy Spirit?* It features inspiring stories and interviews using interactive cinematography, as well as visual illustrations and motion graphics. These interviews and stories will feature contributors with various backgrounds and experiences including:

- Bear Grylls, world-renowned adventurer, writer and television presenter.
- Julia Immonen, Sky Sports News presenter and double Guinness World Record Atlantic Ocean rower.
- Ugo Monye, former English international rugby union player.
- Jackie Pullinger, one of the world's best-known missionaries, based in Hong Kong.
- Cardinal Christoph Schönborn, Archbishop of Vienna.
- Father Raniero Cantalamessa, Preacher to the Papal Household.
- Jose Henriquez Gonzalez, one of the thirty-three miners trapped for sixty-nine days at the San Jose mine in Chile.
- Alister McGrath, professor of science and religion at the University of Oxford.
- Scott Harrison, founder of Charity: Water

Along with Alpha Pioneer Nicky Gumbel and his wife Pippa, the series will feature two new hosts – Toby Flint and Gemma Hunt. Toby is a curate at Holy Trinity Brompton church in London and Gemma is an award-winning BBC children's television host.

The new series releases on the heels of the 2013 [Alpha Youth Film Series](#) that was developed by Alpha Canada, and which has seen more than 60,000 students in Canada experiencing Alpha and is being used globally to reach young people. Alpha Canada has similarly invested heavily in the new *Alpha Film Series*, both with finances and talent.

Shaila Visser, National Director of Alpha Canada, says, “This is the next critical step towards reaching our goal of 1,000,000 Canadians experiencing Alpha. We are so excited to be able to serve the local church in a way that we’ve never been able to before.”

The first episode of the *Alpha Film Series* will be available free online on April 14, 2016, and new episodes will be released every week through April and May. It will later be available in DVD format and also in Spanish, Arabic, Mandarin and Hindi, by the end of 2016. As part of the widespread global launch, there will be four Canadian launch events held at Performance Works, Vancouver, BC, on April 14th at 7 p.m., North Bramalea United Church in Brampton, ON on April 25th at 7 p.m., Gateway Church in London, ON on May 1st at 7 p.m. and Woodvale Pentecostal Church in Ottawa, ON on May 5th at 7 p.m. Registration is required for all launch events, and media are welcome and invited to attend.

Watch the teaser here: alphacanada.org/afs

Watch episode one: LINK COMING SOON

What is Alpha?

Alpha is a free, easy-to-use, flexible tool that helps the church in transformation of individuals, families and communities. Alpha is a series of sessions exploring the Christian faith, typically run over 10-12 weeks. Each session looks at a different question around faith and is designed to create a safe place with conversations about life, faith and God. Alpha is run all around the world, and everyone's welcome. It runs in cafés, churches, universities, homes, bars – you name it. No two Alphas look the same, but generally they have three key things in common: food, a talk and good, open discussion. 29 million people have tried Alpha in 169 countries and 112 languages, including over 698,000 in Canada. alphacanada.org