



Dear Pastor or Parish Leader,

We are contacting you to request your help in creating awareness about *For Greater Glory*, an important and epic new film opening Friday, June 1 in theaters across the country. Along with the Knights of Columbus, Ignatius Press, St. Joseph Communications and other Catholic Apostolates, and in conjunction with The Maximus Group, we at Lighthouse Catholic Media want to assist in promoting the showing of *For Greater Glory* to your parishioners that will be in a theater near you.

Please take a moment to watch the stirring trailer at www.ForGreaterGlory.com. To find the nearest showing of *For Greater Glory*, click “Find a Theater.”

In the film, Academy Award® nominee Andy Garcia leads an acclaimed international cast that also includes legendary Oscar® winner Peter O’Toole and Eduardo Verástegui, whom you may remember from the film *Bella*. Together, they bring to life the true story of Mexico’s Cristero War—a fight for religious liberty in which brave men and women resisted the Mexican government’s attempts in the 1920s to destroy the Catholic Church. The Cristero War began when Mexican citizens spoke out against—and then acted against—government efforts to secularize their culture.

As a result, thousands paid the ultimate price, including a number of martyrs who were canonized by Blessed Pope John Paul II in 2000, and others who were beatified in 2005 by Pope Benedict XVI. *For Greater Glory* brings their courage and ultimate sacrifice to life—including the story of Blessed José Sanchez del Rio, a teenager who chose martyrdom over renouncing his Catholic faith.

The enclosed media kit is intended to make it easy for you to generate interest in the film. The goal is to increase attendance during the first weeks so the movie will be allowed to be shown in more theaters, and thus to reach more Catholics throughout the nation.

***Here is a comprehensive list of all the items you have received
as part of the For Greater Glory media kit:***

For your Lighthouse kiosk:

- 25 **FREE** CDs of Patrick Madrid’s presentation *Attack on Religious Liberty: The Battle for the Faith in Mexico*
- 1 topic tag for the kiosk’s CD slot
- Informational cards about the film
- 1 header board insert (includes a QR code for unlimited **FREE** MP3 downloads of Patrick Madrid’s presentation)

For your parish:

- 25 brochures
- 2 posters
- 1 sample pulpit announcement
- 1 sample bulletin announcement

To obtain more of these materials, please call (877) 263-1263 toll free, or email ForGreaterGlory@maximusmg.com. Also, please consider asking your local Knights of Columbus Council and/or Women’s Auxiliary to assist with setting up a group screening of the film.

Additionally, Ignatius Press has published an official fact-filled companion book to the movie entitled *For Greater Glory: The True Story of Cristiada*. For more information on this book, please visit www.ignatius.com.

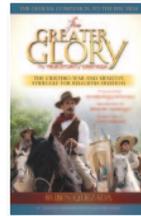
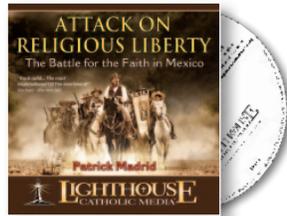
Why is this film important? Attacks on religious liberty—including the martyrdom of innocents—continues around the world. Here in the United States, attempts continue to force Catholics and other Christians to ignore their faith and their consciences by participating in health insurance programs that provide contraceptives and abortion-inducing drugs. “The age of martyrdom has not passed,” wrote the U.S. Conference of Catholic Bishops Ad Hoc Committee for Religious Liberty in its recent landmark document *Our First, Most Cherished Liberty*.

Thank you in advance for your help in promoting this movie and its significant—and relevant—message.

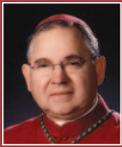
Mark Middendorf
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Terry Barber
Founder of St. Joseph Communications



For Greater Glory is being endorsed by bishops around the country, including Archbishop Gomez of Los Angeles and Archbishop Lori of Baltimore, as well as Catholic leaders around the country who have attended pre-release screenings of the film:



“It is my earnest hope that people of faith throughout our country will rally behind *For Greater Glory*, and in doing so, will highlight the importance of religious freedom in our society.”

Most Rev. José Gomez - Archbishop of Los Angeles

“*For Greater Glory* is an excellent film that has the courage to tell a story that has been all but forgotten. The sacrifices and hardships endured by those who would not renounce Christ helped preserve the religious liberty of millions, and this film honors their memory in a remarkable way.”

Most Rev. William H. Lori - Archbishop of Baltimore



The May issue of the Knights of Columbus’ magazine, *Columbia*, featured the movie as its cover story. Supreme Knight Carl Anderson said, “*For Greater Glory* is ‘must-see’ viewing for all those who care about faith and liberty today.”

Read the article at www.kofc.org/un/en/columbia/detail/2012_05_for_greater_glory.html

See the EWTN Interview with Andy Garcia at www.youtube.com/watch?v=1pqN8KZc1k&feature=relmfu



This film is rated R for scenes of wartime violence and martyrdom.

