

FOR IMMEDIATE RELEASE:

**[October 1, 2008, Ottawa] *Pro-family Coalition Launches
'Election Guide for Serious Christians'***

A coalition of groups that promote family values has launched a voter's guide that specifically targets church-going, conservative Christians with a bold message of voting for candidates who support five "Non-Negotiable Moral Principles".

Across Canada, the coalition is disseminating a 2 page document titled "Election Guide for Serious Christians" which outlines 5 Non-Negotiable moral issues: Abortion, Euthanasia, Embryonic Stem Cell Research, Human Cloning and Homosexual Marriage. The guide states: "For serious Christians, these 5 principles should be ranked above all other issues that come up in political debate".

The coalition members include Canada Family Action Coalition™ (CFAC) a national citizen action organization, Campaign Life Coalition™ (CLC) the political arm of Canada's pro-life movement with offices in every province and Defend Traditional Marriage & Family™ (DTMF) a Waterloo-region group which has supporters reaching from BC to Newfoundland.

Jack Fonseca, the Communications Director for DTMF described the goal of this sure-to-be-controversial program: "Christians represent over 73% of Canada's population. While faith groups such as Muslim, Jewish, Sikh and Hindu share our values, it is the sheer number of Christians in this country which represent the sleeping giant of Canadian politics. If that group but wakes from its slumber to elect politicians who share our life values, this country will begin to turn away from the culture of death".

CFAC's Executive Director, Brian Rushfeldt expressed his hope that: "Churches across Canada will use the Election Guide as a Sunday bulletin insert, and lay people as a handout to help fellow Christians vote the way they should."

"Voters guides are an excellent aide to casting an informed vote on crucial moral issues which we've identified on our web site" says Jim Hughes, CLC National President.

This resource has been designed to be non-partisan and its use by churches would not contravene any Canada Revenue regulations.

The guide can be downloaded from any of the coalition member websites: www.familyaction.org, www.defendmarriagekw.org, www.campaignlifecoalition.com.

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