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FOR IMMEDIATE RELEASE

More than 1,500 Churches Nationwide Signed Up to Participate in Lazarus Sunday Shayne Moore, mom, author and ONE advocate says Moms can make a difference in the fight against HIV/AIDS by taking part on April 10

WHAT: Lazarus Sunday is an opportunity for mom's to pray for the continuation of efforts to eradicate HIV/AIDS, particularly in children in Africa, and the healing of those living with or affect by the pandemic.

Lazarus Sunday is being held April 10 in churches nationwide. The day is being organized by ONE, the global grassroots advocacy and campaigning organization working to fight extreme poverty and preventable disease, in an effort to bring awareness of HIV/AIDS and the "Lazarus Effect."

A term coined by medical professionals, government officials, business leaders and others, the "Lazarus Effect" refers to the 180-degree turn-around that individuals dying from AIDS experience when they are given access to anti-retroviral (ARV) treatments. Individual treatments cost about 40 cents a day and produce results within 40 days.

WHO: Shayne Moore is an author, blogger, speaker, mom of three and outspoken advocate in the fight against extreme poverty and Global AIDS. As an ordinary, full-time "soccer mom," she joined the ONE Campaign at its inception and represents the heart of the movement. She also sits on the executive board of directors for Upendo Village, an HIV/AIDS clinic in Kenya and Growers First and recently published a book entitled "World Soccer Mom."

WHEN: By appointment

WHERE: By phone

DETAILS: Moore says that it is important for Christians to care about those in Africa because they are moms and need the opportunity to live and raise their children. She saw this first hand on a trip to Africa with her church and by being part of the ONE Campaign she has seen her faith

come to life as she acts as a voice for the voiceless. She encourages churches and Christian communities to get involved and learn what the Lazarus Effect is by taking part in Lazarus Sunday.

One key component available to participating churches is “The Lazarus Effect,” a 30-minute film produced by ONE’s sister organization (RED), in association with Anonymous Content and HBO. Directed by Lance Bangs and Executive Producer Spike Jones, the film documents the physical and emotional changes of several Africans who experienced the “Lazarus Effect” firsthand. The entire film can be viewed in high-definition at <http://www.youtube.com/joinred>.

Churches interested in participating on April 10 can sign up on the Lazarus Sunday website, <http://www.one.org/faith>, to receive various resources including worship guides; a 90-second Lazarus clip by (RED); a personal reflection on the “Lazarus Effect” by Princess Kasune Zulu of World Vision; “Amazing Grace” slides for worship; and bulletin inserts. Individuals are encouraged to participate as well by hosting watch parties and praying for those in Africa.