



EDGES™ RELEASED ON DVD!

PRESS RELEASE: JUNE 2005

The popular TV magazine issues program 'EDGES™ with Mal Fletcher' will be released on DVD in the UK in July, reports Malcolm Down of Authentic Media.

EDGES is a colourful, fast-paced TV programme which presents positive Christian responses to the social issues shaping the values of today's world and the lifestyles of tomorrow. Over the past seven years, EDGES has established a reputation as one of the most popular programmes on a number of the UK's major Christian TV channels.

Created and hosted by internationally acclaimed Australian broadcaster, preacher and author Mal Fletcher, EDGES can now be seen on TV in more than 210 nations around the world.

Produced entirely in Europe, EDGES features many of the region's most scenic backdrops and some of its most colourful people. The program is truly global in its style and reach, and the magazine format is shaped for the Generation-X adult audience (20-35).

The first three DVDs are entitled '**Social Issues**', '**Science and Technology**' and '**The Truth is Out There**' and feature insightful and colourful programs on terrorism, euthanasia, racism, robotics, the search for extra-terrestrial intelligence and more.

Mal Fletcher says, 'We're living in a very complicated world, at a time where people are questioning what is right. With all the talk of terrorism, bio-technology and so on, people are looking for compassionate standards that work.'

'There are some really big questions that *need to be* answered,' Fletcher adds, 'because they will shape our future - individually and as nations.'

'With EDGES, we're explaining solid Bible-based responses to these questions in a very entertaining package. These DVDs will be a great tool for Christians who want to better understand their world and to relate the gospel to real problems.'

Malcolm Down adds: 'These DVDs are fantastic for personal witness as well as church outreaches and college study groups. There's nothing else out there like EDGES!'

Ben Ferrell, head of B/M/C Advertising, one of the largest Christian advertising companies in the U.S., says: 'Mal Fletcher, in his EDGES series, is effectively reaching an audience in a way few others have had the talent, foresight, or anointing to do.'

Many people in the UK will have heard Mal as a keynote speaker at a number of major events across the nation, including Spring Harvest, Grapevine and the AOG national conference. He is the leader of Next Wave International™, a mission to contemporary cultures with a special focus on Europe.

Each DVD offers three half-hour programs. The DVDs will be available from the beginning of July 2005 at Wesley Owen bookstores, other Christian bookstores and online at www.wesleyowen.co.uk.

For more press materials and other information, contact: Andy Dutch, Authentic Media,
Email: andy.dutch@authenticmedia.co.uk, Phone: 01908 364 233.

www.edges.tv