



# New campaign highlights Catholic services in Michigan

Detroit, Mich., Mar 24, 2017 / 12:14 am ([CNA/EWTN News](#)).- A new television ad campaign launched by the Michigan Catholic Conference is featuring commercials that spotlight the hand of the Catholic Church in health, education, and charitable systems throughout the state.

"The Catholic Church is the largest provider of social services, education, and health care after the government itself," stated David Maluchnik, vice president of communications for the Michigan Catholic Conference (MCC), in a recent press release.

"This advertising project aims to reinforce the notion that faith-based health care, charitable, and educational entities here in the state are an inclusive and diverse component of our local communities that serve all in the spirit of 'loving thy neighbor,'" Maluchnik continued.

Entitled "Freedom to Serve," the ad campaign is the product of collaboration between the Michigan Catholic Conference and the media firm Minus Red. The commercials were originally produced as three short films, and were extracted from the films for television commercials.

The goal behind the commercials is to underscore how the Catholic Church is "free to serve" the community in Michigan through various outlets, such as the fields of health, education and charity. Currently, there is a Catholic presence in 222 schools, 33 health centers, 88 social service centers, and 73 specialized homes.

These commercials are being shown on 28 cable and network stations throughout the state, and will run from February through May. There are currently two commercials, titled "Little Simple Things" and "Hands of Service in Healing."

Each commercial tackles big issues such as palliative care and how organizations, such as Catholic Charities, are providing much-needed water for the city of Flint. One commercial notes that Catholic Charities is "one of the largest suppliers of water in Flint," and that they give water away for free to those who need it.

While there are only two commercials on air currently, new ads will debut over the next few months that will spotlight Catholic health centers and Catholic school systems.

“For over one hundred years, the Catholic community in Michigan has played a vital role providing our most vulnerable brothers and sisters with the material and spiritual care necessary to uphold their dignity as human persons,” Maluchnik stated.

According to the press release, the Catholic school system educated about 52,000 students during the course of 2016. The Church has also provided various social services and charity work for over 480,000 citizens in the state. Additionally, Catholic health services in Michigan have cared for over 5.5 million individuals, “all without regard to race, religion, or income.”

“Catholic institutions are administered and staffed by persons who do not leave their faith at the doorstep when serving others – it is who they are from morning until night,” Maluchnik noted.

There are about 1.8 million Catholics in the state – 18 percent of the Michigan population. The Michigan Catholic Conference is hoping that these commercials will highlight the many ways the Catholic Church is serving the greater Michigan community, and also bring light to recent government mandates which have put up roadblocks to serving those in need.

More information about the “Freedom to Serve” project is available at [www.CatholicsServe.com](http://www.CatholicsServe.com)

**Tags:** Catholic Charities, Catholic News, Catholic education, Catholic Hospitals, Social Justice

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