

Monday 27 February, 2006

ARCHBISHOP COMMENDS CHURCH RESOURCES AWARD FOR MOST POPULAR RELIGIOUS WEB SITE IN AUSTRALIA

Church Resources has received the Hitwise award for the No. 1 Australian web site in the Religion category for 2005.

Peter Dobbie, Communications Manager for Church Resources, accepted the award at the Annual Hitwise Online Performance Awards held in Sydney last Friday.

"We are delighted by the award," he said. "It recognises the value of our news, prayer and information services for many across the country."

"We are continually developing our communications offerings to inform, inspire and support individuals and organisations in their daily lives and mission. It's a rewarding endeavour and exciting to see it meeting the needs of our audience."

Archbishop Barry Hickey, Chairman of the Bishops' Committee for the Media, offered congratulations on behalf of the Australian Bishops for the distinction of being the No. 1 religious website.

The Bishops celebrated precisely this kind of evangelising activity in their newly launched Pastoral Letter on the Church and the Media.

"Church Resources' attractive websites provides succinct news and comments on matters of Catholic interest in Australia and beyond," Archbishop Hickey said. "Its popularity can only grow as more people discover it."

Church Resources was founded in 1997 to equip the Church for the Internet age. It provides Australia's largest Christian web resource with over 550,000 visits each month to its websites www.cathnews.com, www.christiannewsonline.com.au, www.catholicaustralia.com.au, www.pray.com.au, www.parishsuppliescentral.com.au, www.churchresources.com.au.

Their flagship publication, CathNews, which accounts for nearly 90% of web traffic to their sites, broke new ground when introduced in 1999. Most recently they have continued to innovate with the introduction of podcasts of the daily mass readings which are online at www.dailyreadings.com.au.

Church Resources also has a joint purchasing arm providing millions of dollars of savings each year for Catholic organisations through phone systems and services, office supplies, vehicles, travel, utilities and more.

The Hitwise performance awards are based on aggregate usage statistics from a geographically diverse range of Internet Service Provider networks in metropolitan and regional areas, representing all types of Internet usage including home, work, educational and public access. The methodology is audited by PriceWaterhouseCoopers on a quarterly basis.



Pictured: Joe Di Santo (GM Sales & Marketing, Hitwise), Peter Dobbie (Communications Manager, Church Resources), Michael Mullins (Editor, CathNews), David Pearson (Marketing Co-ordinator, Church Resources).

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