



A Family Guide to Movies and Entertainment

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ONWARD & UPWARD

THE EMERGING HOPE IN HOLLYWOOD

**MOVIEGUIDE®'s 18th Annual Faith & Values Awards Gala
and Report to the Entertainment Industry**

LOS ANGELES, CA – On Tuesday, February 23, Los Angeles rolls out the red carpet for the 18th Annual Faith & Values Awards Gala and Report to the Entertainment Industry presented by **MOVIEGUIDE®**: The Family Guide to Movies and Entertainment.

To be filmed at the historic Beverly Wilshire Hotel in Beverly Hills, CA, with more than 400 entertainment industry executives, celebrities, decision makers, and national and international media, the Faith & Values Awards continue to champion the best and brightest in the entertainment industry.

Topping off the evening, **Dr. Ted Baehr, founder and publisher of MOVIEGUIDE®**, will present his highly anticipated Report to the Entertainment Industry, which is based on MOVIEGUIDE®'s extensive annual analysis of annual box office figures.

"2009 was a year of triumphs in family entertainment," said Dr. Baehr. "Amid the economic struggles rose some of the most uplifting, positive, and family-friendly films that we have seen recently. The message is clear: movies that center on faith and values do best at the box office. This has been our message since we began, and we are excited that that message is resonating across the board."

With nearly 30 awards being handed out at this year's installment; including the *Crystal Teddy Awards* for the *Ten Best Movies for Family Audiences* and the *Ten Best Movies for Mature Audiences*, the *Grace Awards for Inspiring Acting in Movies & Television*, and the *Faith & Freedom Awards for Promoting Positive American Values*, the annual Faith & Values Awards Gala goes beyond the standard congratulatory accolades handed out in excess at other awards shows. Rather, it focuses on the important strides that the film and television industries have taken in the previous year to bring audiences positive entertainment with inspiring messages of hope, redemption, and love.

Rounding out the awards are the Kairos Prizes for Spiritually Uplifting Screenplays totaling \$50,000, which were founded in 2005 to encourage first-time and beginning screenwriters, as well as the prestigious Epiphany Prizes for Inspiring Movies & TV with cash prizes totaling \$200,000. Both of these prizes have been funded with grants from the John Templeton Foundation.

Since the Award Show's inception in 1993, MOVIEGUIDE® has witnessed a dramatic 200% increase in family movies and an astounding 425% increase in the number of movies with positive Christian

content. In fact, nearly 55% of the major movies released in the United States have at least some positive, specific Christian content or values, and 77% have at least some content reflecting biblical values.

“This year’s theme – ONWARD & UPWARD – testifies to the significance in these numbers, with an eye toward the future,” Dr. Baehr said.

“Families and especially children are at the very heart of what we do at MOVIEGUIDE®, as children are literally being raised by the media,” he added. “While we must remain vigilant in bringing awareness of the effects of the mass media on children to families worldwide, we are grateful to an industry that is hearing our message. This is why we honor them each year. Our hope is that this will encourage others to find the truth.”

For more information, visit www.movieguideawards.com.

The John Templeton Foundation (www.templeton.org) serves as a philanthropic catalyst for research relating to what scientists and philosophers call the Big Questions. It supports work at the world's top universities in such fields as theoretical physics, cosmology, evolutionary biology, cognitive science, and social science relating to love, forgiveness, creativity, purpose, and the nature and origin of religious belief. It also seeks to stimulate new thinking about wealth creation in the developing world, character education in schools and universities, and programs for cultivating the talents of gifted children.

Movieguide® (www.movieguide.org) is a publication of Good News Communications, Inc. and the Christian Film & Television Commission® ministry. It is an international non-profit organization dedicated to “redeeming the values of the entertainment industry by influencing industry executives and by informing and equipping the public about the influence of the entertainment media.”

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