

## BLACKSTONE FILMS

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To those reviewing the merits of Family Conquest,

Please accept our endorsement and commitment as an on-going partner to Family Conquest, the at-home family faith formation program.

Blackstone Films is a Catholic film, video production, marketing and social media company with a passion for truth. We built and manage the website, communications, testing, social media and marketing for what has now become Family Conquest. What most attracted us to this program was its impact, in the heart of the home, at the decisive moments, amidst those trajectory-setting influencers who most catapult a person, for good or for ill, into their future: their own parents and siblings. It is at this intersection of faith and life that Family Conquest excels.

Blackstone's success in impacting millions comes from bringing authentic human experiences to life through film that emotionally captivates people. When people are moved, they can be steered to the truths that transform. The Family Conquest program accomplishes this same dynamic by curating viral Youtube videos which wow and mystify using science, magic, nature, humor or whatever subjects under the sun that grab hold and then elevate viewers to new perspectives. In that process, parents and children are primed to see truths about God and His perfect plan for their lives that were formerly hidden. Wonder at creation generates awe, and awe inspires the desire for the 'more' that faith alone leads humanity to embrace.

The feedback we received from parents who undertook the program galvanized our conviction in the power of this approach. One dad's comments embodied the parent evaluations, "I was just doing the program to be a good dad, but the truths it taught pierced my heart. I am a teacher by trade and had always wanted to talk more freely with my kids about the Faith, but it always seemed to devolve into a lecture to my begrudging listeners. The videos in Family Conquest opened the door, and the questions and answers allowed us to walk through it together, journeying as a family. The kids wanted to participate and even thanked me for taking the time to do a guide with them. It felt so good to be hugged by youngest son who was so grateful at the end of a session. He usually doesn't say much, but that hug said everything."



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We believe that Family Conquest is needed now more than ever as parents scramble to get their kids attention and direct it to the eternal answers and timeless values that our Catholic Faith offers to every generation. Sharing videos is the language of the younger generation, and when parents speak that language, kids listen.

As Family Conquest grows and empowers parents to fulfill their privileged duty to “teach the faith at home, whether busy or at rest” (Deu 6:7), we pledge to continue our partnership to provide marketing, promotional videos, social media management, website design, program testing and evaluation, and communications.

Since “The future of humanity passes by way of the family,” (Saint Pope John Paul II) we call upon parents to take up their mantle today as teachers of the faith at home, and we encourage benefactors to fund this initiative so that Family Conquest’s family catechesis program can be free for all families!

God bless,



John-Andrew O'Rourke  
President of Blackstone Films

