



PRESS RELEASE

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New Year Brings New Hope for New China

A UK based charity, Harvest Fields Commissioning International, was recently in China filming a new documentary entitled “New Year, New China, New You”. Including footage from the colourful Chinese (Lunar) New Year’s celebrations the film attempts to explain the background of the many traditions and celebrations which lead up to, in 2011, the 3rd of February and beyond. With non-stop fireworks and firecrackers being set off from two days before and lasting until the Lantern Festival fourteen days later it can be a very noisy time. Since a large percentage of the population goes home at this time of year to their villages it is a smaller number of people making such a large ruckus. In fact, that journey home in 2011 will be made up of 2.8 billion journeys - the largest human movement of people on earth!

The whole centre of the Chinese New Year centres around a hope and desire for a better new year and better fortune. Celebration signs are turned upside down in the hopes of better fortunes. Dumplings are eaten which look like gold ingots in the fear that not doing so would jeopardise future prosperity. This emphasis on great fortunes is ironic as China itself has now edged it’s way to second position of the world’s economies. In fact, much of the debt owed by America is owed to China. Many African countries have now turned their hopes away from the West and face the East. China is partnering with natural resource companies throughout Africa and exchange for much needed investment. The International Monetary Fund estimates that in the past twenty-five years the poverty level in China has gone from 83% down to 5%. Millionaires and billionaires browse in the Italian and French designer shops in Beijing and Shanghai. The only downside of news in the New Year is that takings in the millionaire’s gambling paradise of Macau was reported as down slightly in 2010. Yes, this is Communist China that we are talking about.

As far as the “New You” in the title of the film it is estimated that over 100 million people in that nation turn over a “new leaf” each year by becoming a sincere Believer in Jesus Christ. The seeds of people like Hudson Taylor have indeed taken route. The production arm of HFC International is even in the midst of completing three new TV series with an inspirational message to be broadcast to over 800 million viewers on the secular mainstream TV networks. This is indeed a new China. The charity has been working with churches, ministries, charities and NGO type organisations for a number of years now and are often consulted about the ever changing spiritual and political conditions in this giant of the East and influencer of the West.

While the world centres on the glitz and glamour of China’s emergence once again HFC International, in this its seventh film about China, has chosen to share how praying Christians worldwide can more effectively pray and assist the 1.4 billion people living within its borders.

HFC International has a mission to assist in raising up and encouraging churches and leaders in over 47 countries and on all 5 continents for work in churches, charities and other humanitarian assistance groups. Its website is at: www.principles.tv.