



# PRESS RELEASE



For release 27 August 2007

## 21st Century “Tract” is a Real “Block-buster”

Trying to witness to or evangelise your “block” or street used to be as easy as dropping tracts in letterboxes. Now with the invasion of fast food and exotic eateries delivering their good news the competition has heated up drastically. Even passing out tracts on street corners is now illegal in many places and impractical in others. Yet, when you see a great Hollywood “blockbuster” you want to share that DVD with your friends. “The Passion” has made the rounds that way and found its way onto the TVs of friends and neighbours alike.

Now using this openness and digital technology Harvest Fields Commissioning International and OLI Productions has just released a very simple film entitled “The Master Plan.” In 50 minutes you can see and hear 25 testimonies from around the world. From well know Christians to business people and housewives the presentation features how these individuals came to faith in Jesus Christ. At the end, in less than a minute, there is a summing up and an opportunity to receive further information. It is one of the most non-threatening or biased evangelistic films ever produced. It is hoped that as the DVD is given to friends and neighbours they will identify with at least one of the testimonies and say, “That person is me. That’s where I am at.” and seeds will be sown. “The Master Plan” has been in the making for over three years and been filmed worldwide. Testimonies include those from former Archbishop of Canterbury George Carey, ALPHA’s Nicky Gumbel, international evangelist Dr. Luis Palau and Jackie Pullinger MBE, author of the best-selling “Chasing the Dragon” and founder of St. Stephen’s Society, Hong Kong, a ministry to the gangs and drug addicts of that city.

Bulk prices are available so that a church, house group or ministry can target their “block” or city. An option is available to feature the local church on the cover of the DVD case, as well as include a video presentation directly on the DVD. It is, indeed, a 21st century tract for today’s society.

Harvest Fields Commissioning International is a U.K. Registered Charity with the purpose of assisting in raising up and encouraging churches and leaders in 37 countries and on all 5 continents for work in churches, charities and other humanitarian assistance groups. Its web-sites are at: <http://www.agapelive.net> and <http://www.hfci.net>.

---

**For further information or high-res photos:  
Press Department  
[info@agapelive.net](mailto:info@agapelive.net)     [info@hfci.net](mailto:info@hfci.net)**