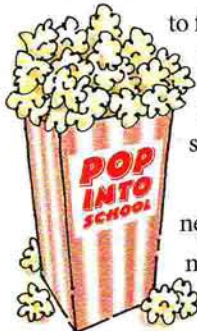




## AT A THEATER NEAR YOU

Facing declining enrollment at its schools, the Archdiocese of Philadelphia went to the movies, reaching out to families at G, PG, and PG-13 films with a 30-second commercial played before the previews at 264 movie theaters during the summer blockbuster season.

The Philadelphia archdiocese has lost nearly 19,000 students in the last six years, mostly at the grammar school level, according to the Associated Press. The movie ads are a part of its ongoing "Keeping Faith in Mind" campaign, promoting Catholic education.



## IN VINO VERITAS

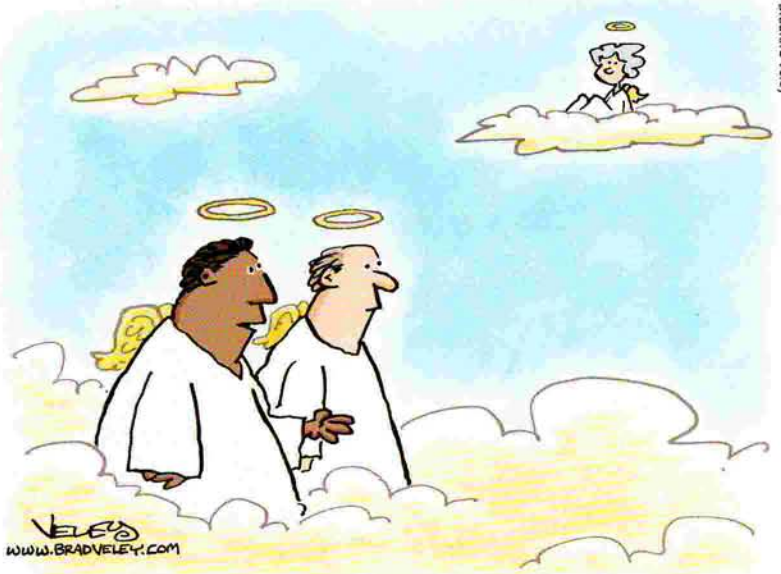
Wanting to introduce U.S. Christians to Israeli wines, a college student started his own wine-importing company, Haroz Vintners ([haroz.com](http://haroz.com)). Adam Haroz, a mechanical engineering student at the University of California, San Diego, was inspired to import Israeli wines while on a trip to Israel for Jewish college students. "As I thought about the connection of the vines in front of me to ancient times," Haroz says, "I realized how amazing it would be for Christians to be able to enjoy wine from the same vines that Jesus most likely drank from."

The company's The Grapes of Galilee wine, while from the same region where Jesus turned water into wine, is much better than ancient wines, Haroz says.



**Some untutored protocol requires that every pun should be answered with a groan, but if you point out the least significant coincidence you will often get a gasp of wonder. This may be tribute to an old maxim which holds that coincidences are divine puns.**

—George William Rutler, *Coincidentally* (Crossroad)



Bradford Veley

"And have you noticed how God can tell you you're wrong without making you feel stupid? Believe me, that's not as easy as it looks!"

## FUN, FAITHFUL FASHION

Because he thinks Catholics should be able to defend their faith and have fun, graphic designer Dan Gonzalez created a series of T-shirt designs that range from silly to reverential. The shirts (or posters, mugs, or other products) at Agnus Gift Shop ([cafepress.com/agnusgiftshop](http://cafepress.com/agnusgiftshop)) include illustrations of Pope Benedict XVI along with the Lego pope (which you may have seen in a *Catholic Tastes* ad in U.S. CATHOLIC).

Gonzalez was inspired to use his skills as a graphic designer to promote his faith after he was rejected by a nondenominational Bible study group and therefore began studying Catholicism. Some of his designs ("What part of 'This is my Body' don't you understand?") aim to educate people about Catholic doctrine or respond to Protestant contentions. To explain his "tradition and scripture" design, for instance, his website contains a link to the Catechism of the Catholic Church.



### On the Web

Check out the Catholic Tastes blog at [uscatholic.org](http://uscatholic.org).