

Press Release

FOR IMMEDIATE RELEASE

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DATE: July 19th - August 2nd, 2004

HEADLINE: LA CLEF Begins Its Pioneering Efforts in Southern France this Summer

BODY: *La Clef*, pr. \ la klay \, and French for "the key", is a ministry that is using the arts and France's North American descendants to begin a pioneering evangelistic work in one of the most "neglected" regions of France this summer. Led by Greg Pitre Hardee, an Acadian (Cajun) descendant from southwest Louisiana, the team of 12 musicians from Charlotte and Montréal will perform throughout a series of small villages near the southern medieval city of Carcassonne during the last half of July. Using an eclectic mix of musical styles (including classical, jazz, gospel, and cajun), requiring that all "public" ministry be done in French, and working with local French Christian leaders, the team is looking to make inroads into a highly creative and aesthetic culture. Currently France is considered (at less than .5% Christian) a leading and historical participant in the new "pagan" and post-Christian Europe.

La Clef's American and Canadian contingencies will be gathering at the Eastern Bible Church in Mount Holly, New Jersey during the first week of June for rehearsals, team-building, and presentations.

La Clef will be presenting its ministry in the Charlotte area at its France 2004 Exposé, hosted by Steele Creek Church of Charlotte on Sunday evening May 30th.