

*The Catholic Telegraph* is very excited to inform you that **The Ultimate Guide to Advent** is now live!

The guide is free, downloadable and filled with everything from favorite recipes to faith traditions, events for families, movie and music recommendations and more. It's interactive, with links to click, gifts to buy, coloring pages to print and prayers to pray. The guide went live online today and has already been sent out to thousands of our existing subscribers. We will be promoting it via posts on our social media channels and encouraging existing subscribers to email it out to friends and families.

Here is the link you will want to encourage people to visit: [thecatholictelegraph.com/advent-guide](http://thecatholictelegraph.com/advent-guide). Always point people to this link, rather than a direct link to the guide. As a practical goal of the guide, we want to build our email list so that the archdiocese can better communicate with people digitally. If you forward the direct link to the guide and bypass the landing page, it defeats that purpose.

Here is some suggested copy you can use to help us promote:

**Subject Line or Header:** A free gift from (your office title) and *The Catholic Telegraph*.

**Wording to use or pull from:**

"Advent is right around the corner. 'Tis the season of preparation, but Advent is often filled with buying gifts, baking cookies, hanging lights, decorating trees and so much more. Even though Advent might look a little bit different this year, we at the archdiocese Pastoral Center want you and those you love to have a joyful, hopeful and unforgettable Advent with your family. That's why we're excited to tell you about **The Ultimate Guide to Advent**.

The guide is free, downloadable, and filled with everything from favorite recipes to faith traditions, events for families, movie and music recommendations and more. It's interactive, with links to click, gifts to buy, coloring pages to print and prayers to pray. It's everything you need to have an incredible Advent!

We hope you'll click the link below, grab a cup of hot cocoa, sit under a blanket in your favorite squishy chair, and scroll through the guide to help you prepare for Christmas like never before.

[Click here to get your guide.](http://thecatholictelegraph.com/advent-guide)

We wish a blessed Advent to you and those you love!"

Please let me know if you have any questions. Thank you for any help you can provide.

God bless, and early happy Advent!



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*"Life with Christ is a wonderful  
adventure." Pope Saint John Paul II*