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**Rewriting the Formula for Sustainable Social Impact—A New Company’s Refreshing Bottom Line**

*Announcing the launch of Touch the World Media, a company created exclusively to fuel charity work around the world through a commitment to giving away 50% of revenues.*

**Houston, TX, April 1, 2011**—In the fall of 2008, Danny and Laura Cullins had an important choice to make: how would they invest some savings to get the highest return on their investment. Seems like a common concern, but theirs was unique in one important way—they were searching for the greatest return *to society*. While evaluating various opportunities to support charitable projects in third world countries, they had a breakthrough. What if they could use their nest egg to build a business capable of generating a much larger, sustainable revenue stream to ignite the work of select charity partners? Just over two years later, Touch the World Media (TWM) was born with these goals: to produce uplifting media products and to give away 50% of revenues to World Vision, Blood:Water Mission, and 10/40 Connections.

"We realized that a one-time charitable gift could only go so far,” said Danny Cullins, Executive Director of Touch the World Media. “And we didn’t want to duplicate services by creating yet another non-profit to address needs that many effective organizations were already meeting. Instead, we’ve found a different way to achieve a greater impact. Touch the World Media will allow us to provide ongoing resources and leverage the strengths of our charity partners, helping them make a bigger difference. For us, what really matters—our bottom line—are the acts of love we’re able to generate.”

The *Mighty God* CD and DVD are the first in TWM’s children’s entertainment product line called **BabyWorship**. More information is available at [www.touchtheworldmedia.com](http://www.touchtheworldmedia.com). With every purchase, customers are helping TWM and its charity partners prevent hunger, provide clean water, and fight HIV/AIDS,  just to name a few.

About Touch the World Media:

Touch the World Media is a faith-based media company committed to providing excellent, spiritually uplifting media products that enrich lives and generate resources to help people in need. Our passion is flooding hearts and souls with the transformative hope of Jesus Christ by producing media products infused with Christ’s message of hope and by giving away 50% of revenues to support charities on the ground meeting basic physical needs around the world.

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