



PRESS RELEASE

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For Immediate Publication

UBI WORLD TV ENABLES VOICE OF CHARITY TO EXPAND ITS AUDIENCE ACROSS OCEANIA

UBI World TV, the leading multi-cultural broadcaster in Oceania, has launched the Christian Lebanese radio station, Voice of Charity (VOC) Australia on its platform, making the station's religious programming widely available to a greater number of Lebanese Maronites, including Arabic and other Christian denominations across Australia and New Zealand.

The local branch of the leading Christian Lebanese radio ministry, Voice of Charity operating in Jounieh in Beirut, VOC Australia is a non-profit radio station which aims to spread the Word of God to all people. Its mission resonates in its slogan "...So that love may have a voice!"

VOC Australia was launched in 1997 under the auspices of Voice of Charity Lebanon. During its initial years, the station went on occasional broadcasts until 2004, when it commenced broadcasting for 24 hours. The station continues to broadcast on the AM radio frequency 1701 (MW) covering Greater Sydney.

VOC Australia is managed by the Congregation of Lebanese Maronite Missionaries, also known as the Kreimists and works in partnership with the Vatican Radio. VOC's ecumenical and general Christian nature portrays its responsibility to be loyal to the Word of the God and Christian and social humanitarian teachings aimed at all people.

VOC Australia broadcasts a selection of spiritual, biblical, liturgical and devotional programs produced locally including programs recorded from Lebanon, 24 hours daily. The programs are presented by bishops from all the Churches, priests and lay people covering not only religious topics, prayers, masses and daily gospels but also informative and entertaining shows for the whole family including children and youth.

Although a large chunk of its programming is in Arabic, comprising about 75 percent, VOC Australia also broadcasts programs in English, catering for Australian-Lebanese, Egyptian, Jordanian, Palestinian and other Arab countries and religious family audiences.

Commenting on the launch of VOC on UBI, Regina Boulos, UBI President and CEO, said: "We are delighted to be of service to organisations like

VOC Australia who are involved in giving service to the Lebanese Maronite community in Australia and New Zealand. This allows UBI to contribute to the Maronite's local and regional ministry by helping VOC Australia expand their reach throughout Oceania, through the UBI platform. UBI has enabled broadcasters from different parts of the world to reach Australia and New Zealand through its direct-to-home platform which now carries more than 100 TV and radio channels from different countries around the world in 14 languages.

"Further, by offering VOC on UBI World TV service, multi-cultural Australia and New Zealand gains yet another channel that gives them another perspective of the world – helping promote harmony and understanding in our community", Boulos added.

VOC Executive Director Fr. Elie Nakhoul said: "This is a new and providential opportunity to have the Radio Voice of Charity - Australia on the UBI satellite platform. The Word of God will reach now for the first time all the Eastern Arab and English speaking communities all over Australia and New Zealand. This is a big achievement for our Maronite Catholic Mission. We wish that this collaboration between UBI and VOC will continue and become for now and in the future an example to follow for any sort of collaboration between all the mass media organisations."

VOC Australia is now broadcasting 24 hours daily on UBI Radio Channel 40 and has been added to UBI's suite of premium Arabic channels, now totaling 31 Arabic TV and 10 Arabic radio channels at no additional cost to subscribers.

To enjoy the best Arabic TV and Radio, which now includes Voice of Charity (VOC) Australia, simply subscribe to UBI's Arabic Package by calling 1300 400 800 within Australia, 0800 4000 23 within New Zealand, or visit www.ubiworldtv.com.

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