



## News Release

Monday, March 5, 2007  
FOR IMMEDIATE RELEASE

### **Listen Up Appoints Jeff Groenewald As Director of Development and Operations**

BURLINGTON, ON—*Listen Up*, the weekly, half-hour television newsmagazine dedicated to illuminating spiritual issues in the light of current affairs, announces the appointment of Jeff Groenewald as Director of Development and Operations.

Jeff joined Listen Up February 26, 2007 following nineteen years with Campus Crusade for Christ Canada, where he gave leadership in a number of areas including Campus ministry, the President's office and most recently, the Global Learning Centre. He is a graduate of the University of Western Ontario, a husband and father to two teens, and a keen participant in faith and society.

"Jeff shares a belief in our mission to communicate Christ through the media," says Lorna Dueck, executive producer of Listen Up TV. "We believe his track record of excellence in fund development and strategic planning is going to accelerate that mission tremendously."

"I am delighted to be the newest member of the Listen Up team," says Groenewald. "Listen Up is fast becoming North America's leading faith based look into the stories behind the headlines. With more than 23 airings each week on seven networks, there is clearly a demand for a Christian perspective on today's news and current affairs. I am anxious to put my gifts and talents to work in helping to address the show's increasing funding needs."

Listen Up is produced by the registered Canadian charity, Media Voice Generation, and funded entirely by contributions from individuals, foundations and corporations who believe the program provides a crucial perspective on the most significant issues of our day, presenting a unique and valuable voice in Canadian media.

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