



News Release

FOR IMMEDIATE RELEASE
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Attention: News, features, religion, women's editors

LORNA DUECK RECEIVES NATIONAL AWARD

BURLINGTON, ON—Christian print and broadcast journalist Lorna Dueck is the recipient of the national Media and Communications Award from Leading Women for 2008.

Founder and president of Media Voice Generation, Dueck is the executive producer and host of Listen Up—a national, weekly, half-hour television program that examines spiritual realities behind current events. In addition to her broadcast work, she is a regular commentator on faith issues for *The Globe and Mail*, and a frequent contributor to the *Globe's* web-based faith discussion forums.

The award—sponsored by World Vision Canada and recognizing distinctive achievement in the development and production of public media to tell a God-honouring message—was presented at a banquet at the Delta Meadowvale Resort & Conference Centre in Mississauga, Ontario on Saturday March 1, 2008.

Reflecting on her award, Dueck says, "A lot of people have been a part of seeing this development," she adds. "A development that would not have occurred without the support of prayer partners, donors, and great staff. I am deeply grateful to have been able to take this journey with them."

It was the fourth national Leading Women Awards banquet, profiling women God is using to make outstanding contributions to work and ministry in their areas of influence. The banquet attracted more than 200 Christian women from across Canada to join in the celebration. Awards were presented in eight categories: Arts, Culture and Sports; Business, Professional and Entrepreneur; Education, Training and Development; Ministry; Public Service; Young Leader; and Distinguished Leading Women Award.

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Presenting Dueck with her award, Pat Cross, Vice-President Human Resources at World Vision Canada said, "Lorna has had a profound impact for Christ on Canadian society through her bold and innovative evangelistic voice in so many important forums."

Dueck was nominated for the award by her staff at Media Voice Generation. "There was overwhelming consensus from the team, that Lorna is a true leader in every respect," says Lesley Delmar, Viewer Feedback Coordinator. "I think she's a pioneer in media," says producer Dave Pascoe. "She grabbed the reins of a show to create something that simply didn't exist before – a Christian news and current affairs program targeting a secular audience."

In supporting the nomination, *The Globe and Mail* Comment Editor, Patrick Martin wrote, "It is not everyone who can cross the line from the religious media to mainstream press and keep their religious values intact. Lorna Dueck does this and, in so doing, brings her ideas and values to a wide, and largely secular audience. She spreads the word and makes us all think."

Founder of the national ministry Women Alive, Nell Maxwell wrote, "I do not know of anyone in my sphere of influence ... who is more deserving of this high honour."

A wife and mother to two grown children, Lorna makes her home in Burlington, Ontario.

Media Voice Generation is a registered Canadian charity, incorporated in the summer of 2004. Its flagship production, Listen Up, is seen 23 times each week on nine different networks across North America.

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Downloadable, high resolution photos: <http://www.listenuptv.com/mediaphotos.shtml>