

OPERATION BLESSING INTERNATIONAL LAUNCHES TELEVISION SERIES **SHOWING INTERNATIONAL HUMANITARIAN EFFORTS IN ACTION**

Weekly TV Series To Debut August 1 On The Enlace Television Network In Latin America, United States And Spain

VIRGINIA BEACH, VA (July 30, 2009) – Operation Blessing International (OBI) has teamed up with the Enlace Television Network, CBN WorldReach and Channel 27 Guatemala to produce a weekly television series chronicling the humanitarian organization's relief efforts all around the world and the impact of those efforts on the lives of people in need. This announcement was made today by Bill Horan, president of OBI.

The 30-minute weekly magazine-style show is called "Operacion Bendicion" and is hosted by Latin American television personality Alejandra Castellanos. The program, which is produced in the U.S.A. and Guatemala, follows the international relief efforts of OBI, telling dramatic stories of people helping others in their local towns and communities around the world, and featuring in-depth interviews with relief workers, volunteers, and the people whose lives have been affected. "Operacion Bendicion" is produced by Sandra Smith with Beatriz Viera at CBN WorldReach headquarters in Virginia Beach, with additional production taking place at Channel 27 Guatemala.

The series will launch on August 1 on the Enlace Television Network (5pm Eastern). The Enlace Television Network provides programming to the Hispanic community throughout Latin America, South America as well as the United States and Spain.

The first episode takes viewers to India where OBI helps a little girl receive life-saving heart surgery, and also to Guatemala where a sick child is helped through the donation of some unlikely farm animals. Viewers then travel to Thailand where OBI provides a water-well to an orphanage in need of clean drinking water and also helps a family start a new business.

The ongoing weekly series continues with episodes featuring similar stories from Mexico, Guatemala, Cambodia, Philippines, El Salvador, Ukraine and many more.

Sandra Smith, producer of "Operacion Bendicion," said, "This program gives us the opportunity to show powerful examples of the importance of generosity and how giving your time or resources impacts countless people's lives. We are hoping it will inspire others to get involved and volunteer in their own communities and/or donate resources to relief efforts."

Each show will invite viewers to participate in the relief efforts, directing them to the "Operacion Bendicion" website (www.operacionbendicion.com) for more information.

"We learned about Operation Blessing International's many efforts to help the people of Latin America and wanted to help the charity expand those efforts," said Cesar Espanol, director of marketing and public relations for the Enlace Television Network. "We are very excited to help with this outreach and hope this will play a role in both increasing OBI's work in the region and also inspiring other ministries as well."

Bill Horan, president of OBI, said, "We are eternally grateful to Enlace for providing this tremendous opportunity to share our story to an international audience. Millions of people around the world donate to charities, but they never really get to see the results of their generosity because the news media only report the headlines. This program will show how OBI is making a real difference in the lives of people purely through the generosity of donors and volunteers."

ABOUT OPERATION BLESSING INTERNATIONAL:

Operation Blessing International (OBI) is one of the largest charities in America, providing strategic disaster relief, medical aid, hunger relief, clean water and community development in 22 countries around the world on a daily basis. In 2007, OBI responded to a record 20 disasters in 14 countries. Most recently, OBI funded major humanitarian efforts in Italy, the Sichuan Province of China, Myanmar, Kenya, Bangladesh, Mexico, Nicaragua, Peru, the Darfur region of Sudan, Pakistan, Somalia, India, Indonesia, Mozambique and the Philippines. OBI has also made headlines as a first responder to U.S. hurricanes, floods and tornadoes as well as the tsunami disaster in Indonesia, Sri Lanka, India and Thailand. In addition to directing major humanitarian efforts, OBI has often filled the role of logistical arm to humanitarian organizations including the International Red Cross, the Salvation Army, UNICEF and the United Nations World Food Program. Founded in 1978, Operation Blessing International has touched the lives of more than 202.7 million people in more than 105 countries and 50 states, providing goods and services valued at over \$1.4 billion to date.

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