

MEDIA ADVISORY and VIDEO AND INTERVIEW OPPORTUNITY

Wednesday, October 10, 2018
US Bank Stadium, Minneapolis, MN

12,000 Catholic school students to celebrate Mass together, hold massive Coats for Kids drive

WHAT: 12,000 fourth through eighth grade students from the 79 Catholic elementary schools in the Archdiocese of St. Paul and Minneapolis will take part in a Mass of the Holy Spirit to begin the new school year. The event is organized by the Catholic Schools Center of Excellence (CSCOE).

WHO: Archbishop Bernard A. Hebda will be the main celebrant of the Mass that will be concelebrated by Bishop Andrew H. Cozzens and 70 priests. Matt Birk, former Minnesota Viking and NFL Superbowl Champion, will give opening remarks.

NEW THIS YEAR: CSCOE has partnered with the national Knights of Columbus organization to hold a Coats for Kids drive. Students will bring winter items to donate before the Mass. The drive is organized by local chapters of the Knights of Columbus, and the goal is to gather more than 12,000 winter items for distribution to children in the Twin Cities and out of state.

The event will include live music from Twin Cities artists: Christian rock band, Sonar, and Christian rapper Connor Flanagan.

WHY: The event is important to help unify students from Fairbault to Forest Lake, from Delano to Stillwater. It shows them that they are part of a broad, diverse community and allows them the opportunity to pray with kids from very different backgrounds, with whom they may not otherwise have the opportunity. It helps kids from rural, suburban and urban communities see that they all attend schools with very similar missions.

This celebration will help get the school year started on a positive note with a focus on the importance of faith. This is expected to be the only event of the year in which students from every Catholic elementary school in the Archdiocese will participate.

WHEN:

Wednesday, October 10, 2018

8:45 am – Media check in opens

Please check in at the Media Check In table at the Legacy Gate. Credentials are required for entry into the stadium.

9:30 am – Students arrive at US Bank Stadium and participate in Coats for Kids drive

10:00 am – Sonar and Connor Flanagan perform

11:00 am – Mass of the Holy Spirit begins

WHERE:

U.S. Bank Stadium
401 Chicago Avenue

Minneapolis, Minnesota 55415
Enter at Legacy Gate.

MEDIA CREDENTIALS:

Please check in at the Media Check In table at the Legacy Gate. Credentials are required for entry into the stadium. No one will be permitted into the event without credentials.

INTERVIEW/VISUAL OPPORTUNITIES (also available for early-morning live shots at the stadium):

Interviews prior to the event are available by request. If you would like assistance coordinating interviews at or after the event, please contact our Media Contacts.

The individuals below will be available for interviews:

Local Catholic school students and teachers. We can connect you with students and teachers from the 79 local Catholic schools (students will be wearing their school uniforms). The students and teachers can talk about the importance of this event and how it has impacted their lives.

CSCOE Communications Manager, Melissa Hamilton. Melissa can speak about the event and overall goals, as well as CSCOE's mission to better our local Catholic school system.

Knights of Columbus national and local representatives. Mark McMullen (national) and local representatives of the Knights can speak about the Coats for Kids drive

Visual: 12,000 Catholic School Students singing and celebrating Mass at US Bank Stadium. 12,000 winter items being donated in the Coats for Kids drive.

MEDIA CONTACTS:

Kenny Devine, for the Catholic Schools Center of Excellence (CSCOE)
612-455-1765 (office) / 612-432-6094 (mobile) Kenny.Devine@padillaco.com

Paxton Alto, for the Catholic Schools Center of Excellence (CSCOE)
612-455-1719 (office) / 612-481-8122 (mobile) Paxton.Alto@padillaco.com