

Movieguide Awards Introduce Christian Values to Mainstream TV Viewers

Who says Hollywood isn't interested in faith and values?

Movieguide broke new ground on that front with its 19th Annual Faith & Values Awards Gala. The awards show broadcast on the Hallmark Movie Channel Monday night, opening the door to reach new audiences with wholesome entertainment options.

"We're very pleased that Hallmark has chosen to air the Movieguide Awards, which lets the whole country in on the faith, the fabulous and the fun," says Dr. Ted Baehr, Movieguide founder and executive producer of the Movieguide Awards.

The Movieguide Awards were held in February at the Universal Hilton in the heart of Hollywood. Hosted by Kevin Sorbo, top movies were honored from the Best Family Movie to the Faith and Freedom Awards Promoting American Values to the two coveted Epiphany Prizes for Inspiring Movies & TV, which also come with two \$100,000 cash prizes for the winners.

The Epiphany Prizes are supported by a grant from the John Templeton Foundation. They are given to the best movie and television program that results in "a great increase in man's love or understanding of God."

The Awards night was filled with meaningful movie clips, touching acceptance remarks by the creative people in front of and behind the camera, as well as surprises and musical guests. Celebrities from movies and television attended the red carpet event and presented awards. Legendary composer Al Kasha received the Lifetime Achievement Award from Pat Boone.

“This year the group Mary Mary performed, as did Ace Young from ‘American Idol’ and then the LA Gospel Choir sang to an action montage about movie heroes. It was very moving and fitting for an awards show that honors excellence, faith and traditional values,” says Baehr.