



Lisa Sorensen Public Relations

## **BISHOP T.D. JAKES AND CODEBLACK ENTERTAINMENT HIGHLIGHT AWARENESS FOR AMERICA'S MISSING PERSONS OF COLOR**

*Woman Thou Art Loosed!: On the 7th Day Will Help Bring National Awareness to This Crisis*

DALLAS – March 1, 2012 - Bishop T.D. Jakes, senior pastor at The Potter's House of Dallas, Inc. and Codeblack Entertainment, announce their joint support of the Black and Missing Foundation, Inc., a non-profit organization that brings awareness to missing persons of color.

According to recent statistics, persons of color make up an estimated 40 percent of missing people in the United States. Of that 85 percent were Black - far greater than their approximately 13 percent share of the U.S. population and yet they were the subject of fewer than 23 percent of all news reports.

The collaboration was created as a campaign to support the April 13 theatrical release of **Woman Thou Art Loosed!: On the 7th Day**, produced by T.D. Jakes and distributed by Codeblack Entertainment.

The film's plot elements deal with the impact of abduction on an African-American family. Outreach offered at The Potter's House along with the vital information and awareness championed by the Black and Missing Foundation, Inc. created an opportunity to form a relationship to address the issue of abduction in the film and the lack of media coverage when persons of color are reported missing.

Black and Missing Foundation, Inc. (BAM FI) was established as a non-profit organization, by a veteran law enforcement official and public relations specialist, whose mission is to bring awareness to missing persons of color, provide vital resources and tools to missing person's families and friends and to educate the minority community on personal safety.

"African Americans are unlikely to receive a national alert or to be featured in the media when their loved ones go missing," said Bishop T.D. Jakes. "In an effort to bring awareness and help turn the tide on these daunting statistics, Codeblack Entertainment and The Potter's House are helping to bring this issue to the forefront."

To do just that, The Potter's House has created a multi-tiered relationship. BAM FI will be featured at the popular MEGA TOTZ and MEGA KIDZ conferences held June 29th and 30th and July 19th-21st, respectively. At both conferences, the foundation will be able to present safety workshops as well as provide child identification kits so that families are prepared in a crisis.

The Potter's House Center for Counseling and Behavioral Health has joined the efforts and will be listed as a resource for BAM FI clients and will be open to serve individuals

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and families referred by the trailblazing foundation. Additional efforts will increase awareness through scheduled posts and campaigns via Facebook, Twitter and in-house correspondence to all five churches under The Potter's House umbrella.

Additionally, Codeblack Entertainment will help further awareness, education and support of BAM FI through a variety of traditional, non-traditional and social media marketing efforts.

"It is so important to educate our community on this issue, especially since an overwhelming number of missing persons in the United States are of color," said Derrica Wilson, co-founder, Black and Missing Foundation, Inc. "We are so pleased that The Potter's House along with Bishop T.D. Jakes and Codeblack Entertainment will use their platform to help find our missing men, women and children."

The Foundation asserts that relationships with organizations are key, but that any effort can help bring a loved one home.

"Together we can find the thousands of individuals missing from our communities and bring them home or provide much needed closure for their families," said Natalie Wilson, co-founder, Black and Missing Foundation, Inc. "We can all play a part-big or small- in addressing this issue."

To learn more about Black And Missing Foundation, Inc. and for profiles of missing individuals, throughout the nation, as well as news, information, and tips, please visit BAM FI's web site: [www.bamfi.org](http://www.bamfi.org).

#### Film synopsis:

**Woman Thou Art Loosed!: On the 7th Day** is a compelling story that unites love, suspense and faith into one heart-wrenching package. David (Blair Underwood) and Kari (Sharon Leal) Ames seem to have the perfect life until their young daughter is kidnapped, and over the course of seven days they begin to uncover secrets about their past that threaten to rip their marriage and lives apart.

Pastor, Entrepreneur and Filmmaker, T.D. Jakes proudly presents the second installment in his thought-provoking Woman Thou Art Loosed! film franchise entitled, **Woman Thou Art Loosed!: On the 7th Day**. This dramatic thriller stars Golden Globe® Nominee Blair Underwood (Madea's Family Reunion, Set It Off) and Sharon Leal (Why Did I Get Married Too?, This Christmas). Also starring Nicole Beharie (American Violet), Nicoye Banks (NBC's "Law & Order"), Emmy Award® Nominee Pam Grier (2012, The Man with the Iron Fists, Just Wright), Reed R. McCants (Civil Brand) and Jaqueline Fleming (2012, Contraband; HBO's "Tremé").

Directed by award-winning filmmaker Neema Barnette, Woman Thou Art Loosed!: On the 7th Day underscores the impact of secrets, lies and deception on the lives of the featured characters.

Produced and distributed by Codeblack Entertainment and executive produced by T.D. Jakes for T.D.J Enterprises.

#### Key Links:

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- o Official Film Trailer: <http://www.youtube.com/watch?v=KGP4ON7SkOI>
- o Official Film Site: [www.tdjakeswtalmovie.com](http://www.tdjakeswtalmovie.com)
- o Official Film Facebook: [facebook.com/WomanThouArtLoosed7thDay](https://www.facebook.com/WomanThouArtLoosed7thDay)
- o Black & Missing Foundation, Inc Facebook: [facebook.com/bamfiorg](https://www.facebook.com/bamfiorg)
- o Black & Missing Foundation, Inc Twitter: @BAM\_FI
- o Black & Missing Foundation Inc's :30 PSA:  
<http://www.youtube.com/watch?v=zMmBQW4wLYQ&sns=em>

**About Black and Missing Foundation Inc.:**

Black and Missing Foundation, Inc (BAM FI) is a 501 (c) (3) non-profit organization whose mission is to bring awareness to missing persons of color; provide vital resources and tools to missing person's families and friends; and to provide educational training on personal safety. BAM FI offers a free clearinghouse, which highlights profiles and information on missing persons of color, nationally. Visit [www.bamfi.org](http://www.bamfi.org) for more information.

**About Codeblack Entertainment:**

Launched in 2005 by entertainment industry veteran Jeff Clanagan, CODEBLACK Enterprises LLC is a global new media & entertainment content company focused on connecting with diverse African-American and urban audiences wherever they are. CODEBLACK proudly delivers its content across the globe through television, motion pictures and a wide range of digital media. Visit [Codeblackentertainment.com](http://Codeblackentertainment.com) more information.

**About TDJ Enterprises:**

Bishop T. D. Jakes is a charismatic leader, visionary, provocative thinker, and entrepreneur who serves as the senior pastor of the 30,000-member church The Potter's House located in Dallas. Under the T.D.J. Enterprises umbrella, a for-profit organization, are film, music, bestselling books, and other products helping disseminate a faith-based message to a wide audience. Visit <http://www.tdjakes.com> for more information.

**About The Potter's House:**

Located in Dallas, The Potter's House is a 30,000-member nondenominational, multicultural church and humanitarian organization led by Bishop T. D. Jakes, twice featured on the cover of Time magazine as "America's Best Preacher" and as one of the nation's "25 Most Influential Evangelicals." The Potter's House has five locations, The Potter's House of Dallas, The Potter's House of Fort Worth, The Potter's House of North Dallas, and The Potter's House of Denver and a Spanish language church, Casa de Fe. [www.thepottershouse.org](http://www.thepottershouse.org)

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