


ARCHDIOCESE OF MILWAUKEE
OFFICE OF THE ARCHBISHOP

January 9, 2015
Year of Consecrated Life

Most Rev. William P. Callahan, OFM Conv
Bishop of La Crosse
3710 East Avenue South
P. O. Box 4004
La Crosse, WI 54602-4004

Your Excellency,

We pray that you are doing well and may you be filled with the peace and joy of the Christmas season! I write to you to ask you to join me in endorsing a very noteworthy evangelization project which is taking place across the state of Wisconsin.

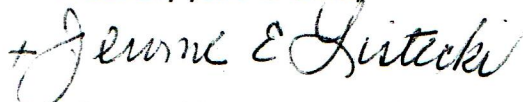
Amidst the spiritual crisis in our culture, we are in need of the intercession of Our Lady through the prayer of the rosary. As you may be aware of, the Rosary Evangelization Apostolate, for whom I am Episcopal Advisor, has been distributing *Help America Pray the Rosary* bumper stickers. Over 1 million have thus far been distributed free across the country due to the generosity of several benefactors. Now, the Wisconsin Knights of Columbus and the Rosary Evangelization Apostolate are entering into a collaboration to place the bumper sticker onto digital billboards in each Diocese of Wisconsin. The billboard will use the present design of the bumper sticker with the addition of the "faces of America" as shown in the draft enclosed with this letter. The billboard will then depict the "family" which is a vital focus in the work of evangelization.

I whole heartedly endorse this collaborative effort with the Knights of Columbus to help bring about spiritual renewal in Wisconsin through the motherly intercession of Our Lady. I ask you to prayerfully consider endorsing this initiative to propel this effort.

Would you kindly send a letter of endorsement to me and please mail a copy to Dick Boldin at his address found below. Dick is the Director of the Rosary Evangelization Apostolate and is coordinating this initiative and will provide the letters of endorsement to Ron Faust, Wisconsin State Deputy of the Knights of Columbus. We will keep you in the loop as this initiative progresses and a related website is developed.

Asking God's blessing upon you and those entrusted to your care, I am,

Fraternally yours in Christ,



Most Reverend Jerome E. Listeki
Archbishop of Milwaukee

cc: Dick Boldin ✓
Rosary Evangelization Apostolate
P.O. Box 305 Oak Creek, WI 53154