THIS IS CHRISTIANITY
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PRESS RELEASE

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United Church of Christ Norwell Partners with other UCC Churches to Launch "THIS is Christianity" Campaign to Combat Christian Nationalism

Norwell, MA – April 29, 2024 – United Church of Christ (UCC) Norwell, in collaboration with First Congregational Church Williamstown, MA and First Congregational UCC in Dekalb, IL, is proud to announce the launch of the "THIS is Christianity" campaign. This video-driven social media initiative aims to combat the dangerous rise of Christian Nationalism in the United States by highlighting the true essence of Christianity: love, compassion, and inclusion.

Defying the separation of church and state by claiming our country a Christian nation, Christian Nationalism, with its focus on power and control,, stands in stark contrast to the teachings of Jesus, which center on love of God and neighbor. The "THIS is Christianity" campaign seeks to reclaim the narrative by showcasing stories of God's love and light in action, shared by Christians from diverse backgrounds and communities.

"We believe that authentic Christianity is about love, joy, peace, and hope – qualities that stand in direct opposition to the divisive and fear-based rhetoric of Christian Nationalism."



Emily Mathews
Communications Coordinator
UCC Norwell

Emily Mathews, Communications Coordinator at UCC Norwell, emphasizes the campaign's mission: "We believe that authentic Christianity is about love, joy, peace, and hope – qualities that stand in direct opposition to the divisive and fear-based rhetoric of Christian Nationalism. Through the 'THIS is Christianity' campaign, we aim to remind people of the true essence of our faith and inspire a renewed commitment to love and justice."

The campaign invites Christians from across the country to submit short video recordings sharing personal stories of encountering God's love and light in the world. These stories will be featured on the campaign website, thisischristianity.org, and shared widely on social media platforms.

First Congregational UCC in Dekalb is excited to serve as a partner in this initiative. The church's Pastor, Rev. Dr. John Dorhauer, states "Our little church here in DeKalb is so proud to partner with other churches across the country in an effort to center love as an act of faith. It is our belief that love alone can end cycles of violence, hatred, and contempt. The embodiment of love IS the call of Christianity."

As summer approaches, UCC Norwell, alongside partnering UCC congregations, is gearing up to launch the campaign with the hope that it will spark meaningful conversations and contribute to a more inclusive and compassionate society.

For more information about the "THIS is Christianity" campaign and how to participate, visit thisischristianity.org.

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