
PRESS RELEASE
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In the past 20+ years, TellAsia Ministries has provided education to tens of thousands of at-risk children, established self-sustaining schools, transformed families through vocational skills institutes and development projects, and put an end to human slavery and trafficking in hundreds of villages. We've also brought Bible training and the gospel to those having no access to the message of Christ's love.

Now TellAsia Ministries is expanding into two strategic, focused organizations:

WIN WIN.Global: TellAsia Ministries has birthed a new 501c3 organization named **We Ignite Nations (WIN)**. WIN has inherited TellAsia's children's education, anti-trafficking and community development projects. **WIN is a Christian humanitarian organization empowering communities to overcome poverty and injustice with sustainable win-win solutions.**

WIN LIFE WINLIFE.Global: TellAsia Ministries, rebranded as **WIN Life**, will expand our twenty-year-successful model of brining Christ's love and Bible training to those without access to the gospel message.

FAQ

1) Why Two Organizations?

WIN and WIN Life have separate focuses. They are under similar leadership (Leanna Cinquanta is Director of both), and they complement each other. Nevertheless each will now be able to fully pursue and grow in its unique purpose.

2) Does WIN serve all people without discrimination?

Yes. WIN serves all human beings equally, regardless of ethnicity, religion or gender.

3) Why "WIN"?

Because everyone wants to see children WIN through education, and to see families WIN over poverty. We all want to WIN the fight against human trafficking!

WIN = WE IGNITE NATIONS

- ➔ **WE** because it takes all of us together to WIN.
- ➔ **IGNITE** because we won't just provide handouts, we will ignite hope, empowering people and communities into sustainability, education, freedom and honor.
- ➔ **NATIONS** because we are serving and transforming not just individuals, but entire communities and nations.

4) Why “WIN Life”?

When people become followers of Christ, they WIN because they receive eternal and abundant LIFE as citizens of God’s Kingdom!

5) Will my funds continue to go to the project(s) I’m supporting?

Yes. Current projects in India and other Asian nations will continue unchanged. Evangelistic projects will carry on under WIN Life (TellAsia rebranded). Projects such as Blue Haven Children’s Home and School, and the anti-trafficking work, will continue under WIN. Your funds will be routed accordingly. Our address is unchanged.

6) Will WIN and WIN Life continue to focus on India and other unreached nations?

Yes. As before, so now WIN LIFE’s evangelistic investment and efforts will continue to focus on regions which have the least access to the Gospel. WIN’s social justice and economic development work will also prioritize areas of greatest need where few others are assisting. WIN and WIN Life will serve not only abroad but also in the USA.

WIN and WIN Life are characterized by the following:

- **Christ-based:** God’s love for the world revealed to us in Jesus Christ guides our actions.
- **Sustainability:** Our interventions empower the recipients out of poverty into self-sufficiency.
- **Networking:** We multiply effectiveness by mobilizing and collaborating with others, and by empowering the indigenous people.
- **Measurability:** Each initiative will produce measurable outcomes to verify effectiveness.
- **Transformation:** Our goal is significant and lasting impact on entire sectors of society, replacing fear, oppression, and lack with peace, equality, sufficiency and joy.

- ➔ **Although WIN & WIN LIFE are separate on paper, we will primarily refer to ourselves by the name WIN. WIN and WIN Life function collaboratively to fulfill one united goal—to facilitate spiritual wholeness, physical restoration and social transformation of lives, communities and nations.**
- ➔ **Our mission statement is contained in Isaiah 61: “Proclaim good news” (Win Life), and “liberate the captives, the blind and the oppressed” through education, community development and social justice (WIN).**

In this New Year 2020 and this new decade, I want to personally invite you to WIN! If you’re passionate to see Christ’s love reach the ends of the earth, connect with us at WINLIFE.Global. If you have a vision to rescue children out of trafficking and slavery, or to be a catalyst of sustained transformation of entire communities, jump on WIN.Global. WE – together – can IGNITE entire NATIONS with hope, healing and victory.

TOGETHER WE WIN-WIN!



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