

## PRESS RELEASE

### Regardsprotestants launch!

Paris, January 17, 2013



The Pastor Eugène Bersier Foundation, with the help of WordAppeal, has launched Regardsprotestants, a website dedicated to news from a Protestant perspective.

A unique gateway into the Protestant world, [www.regardsprotestants.com](http://www.regardsprotestants.com) unites content from more than 40 French Protestant media (blogs, TV, press, radio, etc.). From society to faith, culture and international affairs, the website covers all topics that are making headlines around the world.

This new website - completely free - is aimed at people of the Protestant faith, and more broadly, to anyone interested in religion.

According to Isabelle Fiévet-Rossignol, Bersier Foundation editorial director: "*This project, supported by the Protestant Federation of France, aims to help Protestant media make the transition to increasingly digital and free information. Far from wanting to provide a unified voice – insofar as possible, given that the currents of thought in Protestantism are numerous! – the website will help to distinguish Protestant and non-Protestant beliefs.*"

### Interactivity, dialogue and mobility

[www.regardsprotestants.com](http://www.regardsprotestants.com) offers users the ability to voice their opinion about online articles via features that enable comments and sharing. To explore topics further, the "Debates" section invites users to participate in discussions centred on major issues. As such, our first planned debate will be: should one show his or her faith?

The site also offers many applications that enable people to keep abreast of news relevant to the Protestant world. These applications include a geolocalization tool that identifies Protestant places of worship that are close-by.

All these services are accessible on the go via the mobile site and iPhone, iPad and Android apps. The digital communications plan also includes a Twitter account, a Facebook page and a YouTube channel.

WordAppeal's contributions:

- Methodology and sitemap
- Technical specifications
- Graphic design
- Development (Drupal)
- Content integration for the site's launch
- Creation of Twitter account, Facebook page and YouTube channel
- Development of the mobile version, and applications
- Graphic design of launch material.

Discover more here:



[www.regardsprotestants.com](http://www.regardsprotestants.com)



[www.twitter.com/Reg\\_Protestants](http://www.twitter.com/Reg_Protestants)



[www.facebook.com/pages/Regardsprotestants](http://www.facebook.com/pages/Regardsprotestants)



[www.youtube.com/RegardsProtestants/](http://www.youtube.com/RegardsProtestants/)

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## About the Pastor Eugène Bersier Foundation

*A member of the Protestant Federation of France, the Pastor Eugène Bersier Foundation is a Protestant foundation recognized by the decree of July 3, 1990. It aims to promote the knowledge and influence of French Protestantism in all its components by: Focusing on audiovisual, multimedia, print and radio, since its creation, Supporting the field of theological education by assisting, sheltering and training students, pastors, catechists and lay people, Providing financial assistance, support, advice and expertise, including project auditing, to Protestant institutions which request assistance*

*For more information, visit [www.fondationbersier.fr](http://www.fondationbersier.fr)*

## More information about WordAppeal, editorial & digital 24/7

*Created in Paris in 2000 by 2 former journalists from The Economist and an organizational consultant (Charles River Associates, Boston), WordAppeal is France's leader in online editorial services and a subsidiary of Pelham Media Ltd. With 60 team members and 7 nationalities, WordAppeal nurtures the online conversations of 23 CAC 40 companies around the clock. With offices in Paris, London, Washington D.C. and San Francisco, the agency had €10 million in revenue in 2012.*

*WordAppeal is an active member of the Institute Montaigne, a think tank created by the renowned Claude Bébéar.*

*For more information, visit [www.wordappeal.com](http://www.wordappeal.com).*

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