



Potter's House Announces Project with Affinity4 Cell Phones and Long-Distance Services to Help Aid Africa

DALLAS, August 3, 2005—The Potter's House of Dallas, known for savvy business partnerships in faith-based projects, unveils its association with Affinity4 Communications at MegaFest 2005 today to benefit the Potter's House aid to Africa.

Affinity4 Communications donates 10 percent of eligible revenues to customer designated charities. (In its 10-plus years, Lifeline sent more than \$70 million to not-for-profits worldwide.)

"While millions of our brothers and sisters struggle with poverty and disease, we can do more than talk," said Bishop T.D. Jakes, pastor of the Potter's House. He is also head of the for-profit T.D. Jakes Enterprises and, along with Jay Sekulow of the American Center for Law and Justice, a key supporter of Affinity4. "We can be smart about making it easy for people to give and direct that giving to places it is desperately needed."

Currently the Potter's House is digging wells in Africa to bring fresh water to remote people, setting up medical programs, working with churches in Kenya, arranging a sister-school relationship with Nairobi's poorest public grades. In late September 2005, Bishop Jakes will go to Nairobi with the Potter's House choir, medical team, pastors, business professionals—taking pastors and others to raise awareness and involvement.

With Sprint wireless phones, long-distance services, internet, and more services ahead, Affinity4 offers both organizations and individual customers the means to save money on everyday services—and create effortless, ongoing support.

"Our partnership to support Africa through Bishop Jakes and the Potter's House is a way to give without having to dig deeper in your pocket," Affinity4 President Stephen D. Halliday said. "Many charities continue to generate funds through our service's that their supporters already use."