



## TARGET: ROME



PHASE ONE

**Target: Rome Phase One** involved using a variety of means to encourage Pope Benedict XVI to release the Third Secret in its entirety as well as to inform and move the public to prayer and action.

- Over 10,000 Priests and Bishops in Italy — most of them living in Rome — were given a prepublication copy of *The Secret Still Hidden*.
- Over 200,000 flyers printed on both sides were distributed from strategic points in the city and right up to St. Peter's Square. We were able to place flyers directly into the hands of many high-ranking clergy. (See English version on pages 4 and 5.)
- More than 70 billboards with the same Message and logo as the flyer were strategically placed throughout the city. (See pictures throughout this Commemorative album.)
- Two huge mobile billboards with the same message and logo as the flyer, 13 feet by 9 feet, traveled through the streets of Rome. (See photos on back cover and throughout.)
- Our ads with the same message and logo also appeared three times in the largest Roman daily, *Metro*, which has a readership of more than 610,000!
- Radio spots of 20 seconds each were professionally translated and produced. A nationally known announcer was hired to make these announcements which played over 18 days and were heard 540 times on 3 prominent Radio Stations. (See a translation of the texts of these radio spots on [page 12](#).)
- The hard-cover first edition of the book, *The Secret Still Hidden*, by Christopher Ferrara, was launched in Italian. Many lay people, religious and clergy gathered for the official presentation of the book. Mr. Ferrara, Father Nicholas Gruner, Father Paul Kramer, and Italian journalist Solideo Paolini, addressed the audience and participated in a question and answer session. (See their addresses beginning on [page 6](#).)
- As thousands watched, hundreds joined in our Rosary Procession of the Pilgrim Virgin Statue of Our Lady of Fatima. We walked down the widest, most well known avenue in Rome leading to the Vatican and St. Peter's Square. Police stopped traffic as we progressed down the via Conciliazione. There, Rosaries, Scapulars, copies of *The Secret Still Hidden*, CD's and leaflets were handed out to bishops, priests and lay people.