**"The Pope Video" for February Addresses**

**"The Care of Creation"**

*In the February Pope Video, Pope Francis asks people to pray for the care of creation. This is the second video of the monthly campaign of the Pope’s Worldwide Prayer Network (Apostleship of Prayer) through which Pope Francis calls men and women of the world to join him in praying for diverse challenges facing humanity.*

*(Vatican, February 5, 2016)* Today Pope Francis released a video asking people of the world to unite with him in prayer for the care of creation. This is the second video of the monthly campaign of the [Pope’s Worldwide Prayer Network (Apostleship of Prayer)](http://www.apmej.org) through which Pope Francis calls men and women everywhere to pray in solidarity in response to diverse challenges facing humanity.

February’s Pope Video focuses on ecology and the care of creation. Rev. Frédéric Fornos, a Jesuit priest and international director of the Pope’s Worldwide Prayer Network said, "The prayer intention for February comes at a crucial time for humanity, addressing an area where we urgently need to make changes. The Pope asks us to unite in respect for creation and to act to preserve the natural world for future generations. We need a conversation that brings us together, because we are all affected by environmental challenges, especially the poor and displaced."

The first Pope Video in January, subtitled in ten languages, has already registered more than 5 million online views and a potential daily audience of more than 114 million people. It seeks to raise awareness about the need for interreligious dialogue, another of the grave challenges facing humanity. More information is available at <http://www.thepopevideo.org> where visitors can also interact with others on the topics of the videos. The project, conceived and executed by the [La Machi](http://www.lamachi.com), an agency which provides communication consulting for good causes, invites people and organizations around the world to get involved in good causes through <http://thepopevideo.org/en/i-want-get-involved.html>.

This video was possible thanks to the support and collaboration of the following institutions: [Society of Jesus](http://www.sjweb.info/), [Indigo Music](http://www.indigomusica.com/), [Rome Reports](http://www.romereports.com/), [Global Catholic Climate Movement](https://catholicclimatemovement.global/), [Getty Images Latam](http://www.gettyimageslatam.com/), [Deloitte Argentina](http://www2.deloitte.com/ar/es.html), [PwC Argentina](http://www.pwc.com.ar/), [SADAIC](http://www.sadaic.org.ar/), [R/GA](http://www.rga.com/), [Franciscan Action](https://franciscanaction.org/). In collaboration with: [Centro Televisivo Vaticano](http://www.ctv.va/content/ctv/it.html).

After long planning, this series of viral videos was established through the initiative of the Pope’s Worldwide Prayer Network (Apostleship of Prayer), and required the work of many professionals around the world and the support of Pope Francis and the Vatican Television Center.

**Where you can see the video?**

<http://.www.thepopevideo.org>

[https://www.youtube.com/channel/UCsmv\_x\_1263xEa2x3tpcBXA](https://www.youtube.com/channel/UCsmv_x_1263xEa2x3tpcBXA" \t "_blank)

<https://www.facebook.com/thepopevideo>

**About the Pope Video**

The Pope Video is a global initiative developed by the Pope’s Worldwide Prayer Network (Apostleship of Prayer) to disseminate the monthly intentions of the Holy Father concerning the challenges facing humanity. The videos seek to unite people in praying with Pope Francis for those challenges. The Project has the support of the Vatican Television Center (CTV), sole owner of the rights. For more information: <http://www.thepopevideo.org>.

**About the Pope’s Worldwide Prayer Network (Apostleship of Prayer)**

For over a century, the Apostleship of Prayer has been publishing to the world the prayer intentions entrusted to them by popes. Now in this digital age it emphasizes its role through the Pope’s Worldwide Prayer Network as it employs new media technology for communicating the prayer intentions. Its mission is to unite people in prayer and service in response to the challenges facing humanity which the Holy Father expresses in his monthly intentions. Those who participate in this network are encouraged to become apostles in daily life through a spiritual path called "Way of the Heart," transforming those who take that path in the service of the mission of Jesus Christ. Founded in 1844 and present in over 100 countries, the Apostleship of Prayer unites more than 35 million people in its network, including its youth branch, the Eucharistic Youth Movement. For more information: <http://www.apmej.org>.

**About La Machi**

Founded in 2012, with offices in Barcelona, Buenos Aires, and Rome, La Machi is a creative boutique specializing in communication to advance good causes. Its mission is to help companies, NGOs, and religious institutions communicate their philanthropic purposes. It specializes in strategic communication, creative advertising, digital development, and fundraising. La Machi has been recognized as a "Friend of Project Red" (RIIAL) and won the 2015 Mercury Prize for Best International SME Marketing which is awarded by the Argentina Association of Marketing.

For more information: <http://www.lamachi.com>.

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