

FOR IMMEDIATE RELEASE

A New Kind of Church Experience Launches in East Lyme: *The EverPlace*

“Always Open – Gather, Heal, Grow”

East Lyme, CT — **October 3, 2025** — Flanders Baptist and Community Church is excited to announce the launch of *The EverPlace*, a brand-new Saturday afternoon worship gathering designed for today’s families, young professionals, and anyone seeking a place to belong. The first service is scheduled on **Saturday, October 25, 2025, at 4:30 p.m.**, and will continue **every Saturday at 4:30 p.m.** thereafter.

At *The EverPlace*, everyone is welcome. Each Saturday features a **60-minute contemporary worship service** followed by **free food, refreshments and community time**—a chance to connect, laugh, ask questions, and build friendships. Children will have their own safe and exciting program while adults enjoy music, encouragement, and practical teaching for everyday life.

Why *The EverPlace*?

In a world where people are busy, often anxious, and searching for meaning, *The EverPlace* offers something fresh:

- **Always Open:** A welcoming door for all—whether you’ve gone to church your whole life or haven’t stepped inside one for years.
- **Gather:** Meet new friends, find community, and experience belonging.
- **Heal:** Discover a safe space to process life’s challenges with hope and encouragement.
- **Grow:** Explore faith in practical ways that help you and your family flourish.

The *EverPlace* isn’t just another service. It’s **an idea whose time has come**. It’s designed for people who may not be free on Sunday mornings or who are simply looking for a different rhythm. Parents will appreciate the kid-friendly environment, and young professionals will find an authentic community where they can ask real questions and grow.

An Invitation to the Community

“We created *The EverPlace* because we know life can be overwhelming, and people need a place to breathe, connect, and find strength,” said Rev. Jean-Fritz Guerrier, pastor of Flanders Baptist and Community Church. “It’s not about church as usual. It’s about creating a space where everyone feels seen, cared for, and inspired.”

Whether you’re a lifelong resident or new to the Shoreline area, you’re invited to experience something new this fall. Come as you are, bring a friend, and see what *The EverPlace* is all about.

Event Details

- **What:** Launch of *The EverPlace* – Saturday Worship Gathering
- **When:** Saturday, October 25, 2025, at 4:30 p.m. (then every Saturday at 4:30)
- **Where:** Flanders Baptist and Community Church, 162 Boston Post Road, East Lyme, CT
- **Cost:** Free – including free food, fantastic music and kids’ program

For more information, visit **FlandersBaptist.org** or call **860-739-7987**.

About The EverPlace

The EverPlace is a new Saturday afternoon worship service hosted by Flanders Baptist and Community Church. Its mission is simple: to be “Always Open—Gather, Heal, Grow.” It is a safe, welcoming space for all people to explore faith, build community, and discover hope in everyday life.

SHORT VERSION

The EverPlace Launches in East Lyme – A Fresh Worship Experience

East Lyme, CT – Flanders Baptist and Community Church is launching *The EverPlace*, a new Saturday afternoon worship gathering, on **October 25, 2025, at 4:30 p.m.** Services will continue **every Saturday at 4:30 p.m.**

The EverPlace offers a **60-minute contemporary service** followed by **free food, refreshments, and special programs for everyone.** It's designed for busy families, young professionals, and anyone seeking a welcoming space to connect, heal, and grow.

"We created *The EverPlace* as a place where people can breathe, belong, and be inspired," said Rev. Jean-Fritz Guerrier, pastor of FBCC. "It's not church as usual—it's a door that's always open."

Details

- **When:** Launches Sat. Oct. 25, 4:30 p.m. (weekly)
- **Where:** Flanders Baptist & Community Church, 162 Boston Post Rd, East Lyme
- **Info:** FlandersBaptist.org | 860-739-7987



Media outlets and contacts

Outlet	Type & coverage	Who to contact	Contact details	Submission guidance
The Day (New London)	Daily newspaper	Editorial desk –	Emails: t.cotter@theday.com, i.larraneta@theday.com,	Send the

Outlet	Type & coverage	Who to contact	Contact details	Submission guidance
	covering New London County and shoreline communities	Tim Cottle, Izaskun E. Larraneta, Paul Choiniere	p.choiniere@theday.com; Phone: 860-701-4372	release 7–10 days before the event; follow up by phone to ensure it reached the newsroom.
Norwich Bulletin	Daily newspaper covering Norwich & surrounding towns	Community announcements desk	Email: news@norwichbulletin.com norwichbulletin.com	Email a concise announcement 5–7 days before the Saturday service for timely publication.
LymeLine.com	Online news site for Old Lyme & Lyme	Editor	Email: Editor@LymeLine.com ; Phone: 860-460-4176 lymeline.com	Submit by Wednesday for weekend posting; include a photo and link

Outlet	Type & coverage	Who to contact	Contact details	Submission guidance
				to your website.
Westerly Sun	Daily newspaper serving Westerly RI and southeastern CT	News & calendar editors	News: news@thewesterlysun.com ; Calendar: calendar@thewesterlysun.com ; Phone: 401-348-1000 nkartscouncil.org	Email details 7 days ahead; follow up by phone for placement.
WFSB Channel 3 (CBS)	Hartford-based TV station with statewide coverage	News desk/assignment editors	Newsdesk email: newsdesk3@wfsb.com ; Main phone: 860-728-3333; Newsroom phone: 860-244-1700; Address: 3 Denise D'Ascenzo Way, Rocky Hill CT wfsb.com	Email your release and invite at least 10 days prior; follow up 2–3 days before launch.
NBC CT (WVIT Channel 30)	West Hartford-based NBC affiliate	Newsroom	Main phone: 860-521-3030; News phone: 860-313-6300; Address: 1422 New Britain Ave, West Hartford CT 06110 nbconnecticut.com	Send a story pitch via email 7–10 days in advance; follow up by phone.
WTNH News 8 (ABC)	New Haven-based ABC affiliate	Assignment desk & reporters	News desk: 203-784-8801; general email (news8@wtnh.com); contacts for Ann Nyberg, Mark Davis & Kent Pierce einpresswire.com	Email your pitch at least

Outlet	Type & coverage	Who to contact	Contact details	Submission guidance
	covering the shoreline			10 days prior and follow up by phone.
FOX61 (WTIC)	Hartford-based FOX affiliate	Share 61/ Newsroom	Email: share61@fox61.com ; Phone: 860-727-0082; Fax: 860-293-0178; Address: 285 Broad St., Hartford CT fox61.com	Email the release 7–10 days ahead; include visuals and an invitation for on-site coverage.
CT Public / WNPR (90.5 FM)	Public radio network covering Connecticut	Newsroom & tips desk	Newsroom: news@ctpublic.org ; Tips: tips@ctpublic.org ; Phone: 860-275-7272 ctpublic.org ctpublic.org	Send 1–2 weeks ahead; focus on the community angle and follow up.
94.9 News Now (WJFF)	Talk-radio station serving eastern CT & Long Island	News/advertising contacts	CT phone: 860-464-9490; Long Island phone: 631-317-1949; Mailing: PO Box 357, Ledyard CT 06339; Street: 758 Colonel Ledyard Hwy, Ledyard CT 06339 949newsnow.com	Call or email show hosts 1–2 weeks ahead; invite them to broadcast from

Outlet	Type & coverage	Who to contact	Contact details	Submission guidance
				EverPlace.
WCTY 97.7 FM	Country music radio station in Norwich (Hall Communications)	Community Calendar / Shelly Dennis	Office phone: 860-887-3511; Contest phone: 860-886-1515; Address: Hall Communications, 40 Cuprak Rd, Norwich CT 06360 wcty.co ; Press-release email: sdennis@hallradio.net wcty.com	Mail on letterhead or email Shelly Dennis at least 2 weeks in advance; she handles PSA submissions.
WNLC 98.7 FM	Classic-rock station (Norwich) – part of Hall Communications	Station office	Contest phone: 860-383-1171; Office phone: 860-887-3511; Address: 40 Cuprak Rd, Norwich CT 06360 wnlc.com ; PSAs via sdennis@hallradio.net	Send PSA 2 weeks prior; follow up by phone.
WICH 1310 AM	News/talk station in Norwich (Hall Communications)	Station office	Phone: 860-887-3511; Fax: 860-886-7649; Address: 40 Cuprak Rd, Norwich CT 06360 radiolocator.com ; PSAs via sdennis@hallradio.net	Email or mail your release 2 weeks ahead; request an on-air community announcement.
WBMW Soft Rock 106.5 FM	Adult contemporary station	John J. Fuller (President & GM) &	Mailing: PO Box 357, Ledyard CT 06339; Street: 758 Colonel Ledyard Hwy, Ledyard CT 06339 ; Office phone: 860-464-1065; Emails:	Email station management

Outlet	Type & coverage	Who to contact	Contact details	Submission guidance
	serving eastern CT	Tim Burrows (Sales Manager)	John.Fuller@FullPowerRadio.com, Tim.Burrows@FullPowerRadio.com wbmw.com	2 weeks ahead; ask to be mentioned during community announcements.
Niantic Main Street (newsletter & website)	Local nonprofit promoting downtown Niantic events	Executive director / info desk	Email: info@nianticmainstreet.org ; Phone: 860-739-2550; Mailing: PO Box 634, Niantic CT 06357; Office: 159 Main Street, Niantic nianticmainstreet.org	Send event details at least 2 weeks before Saturday and request inclusion in their calendar and email blast.
East Lyme Parks & Recreation	Town department overseeing parks & community events; produces program brochure & event calendar	Jerry Loken (Director) & staff	General email: parkinfo@eltownhall.com ; Phone: 860-739-5828; Address: 41 Society Road, Niantic CT 06357 eltownhall.com	Provide event details 4–6 weeks in advance for inclusion in program brochure

Outlet	Type & coverage	Who to contact	Contact details	Submission guidance
				es or event calendars.
East Lyme Public Library (newsletter)	Community library newsletter & website	Library director & newsletter staff	Phone: 860-739-6926; Fax: 860-691-0020; Address: 39 Society Road, Niantic CT 06357 eastlymepubliclibrary.org	Call 3–4 weeks ahead to submit a community notice for their e-newsletter.
Connecticut East This Week (podcast)	Weekly news podcast focusing on stories in eastern CT	Podcast host / producer	Use the contact form on connecticut-east.com (or call WILI AM at 860-456-1400)	Pitch your story 2 weeks in advance; emphasise the community angle and invite the host to record on-site.

Tips for maximizing impact

- **Tailor your pitch:** personalise your email subject line (e.g., “New Saturday worship experience opens in East Lyme on Oct. 25”) and briefly explain why EverPlace is newsworthy to their audience.

- **Include key details:** date, time (Saturdays at 4:30 p.m.), location (Flanders Baptist & Community Church, 162 Boston Post Road), and benefits (free dinner, children's program, welcoming environment).
- **Provide visuals:** attach the EverPlace logo and, if possible, photos of your church community or the building.
- **Follow up politely:** after sending the release, call or email within a few days to confirm they received it.
- **Meet deadlines:** newspapers and newsletters often need several days' notice; radio/TV stations appreciate at least a week for scheduling and may want to bring a camera crew, so give them extra time.
- **Invite them to attend:** emphasise that reporters are welcome at the launch on **Saturday, October 25 at 4:30 p.m.** and that services continue every Saturday thereafter.