

*When the face of the Shroud of Turin is laid over
the face of the Veil of Manoppello,
the two images form a perfect match.
It is the very same face.*



THE FACE OF GOD

THE REDISCOVERY OF THE TRUE FACE OF JESUS

On the Holy Face of Manoppello

PAUL BADDE

IGNATIUS

*“Paul Badde has written a gripping cultural thriller.”
— Der Spiegel*

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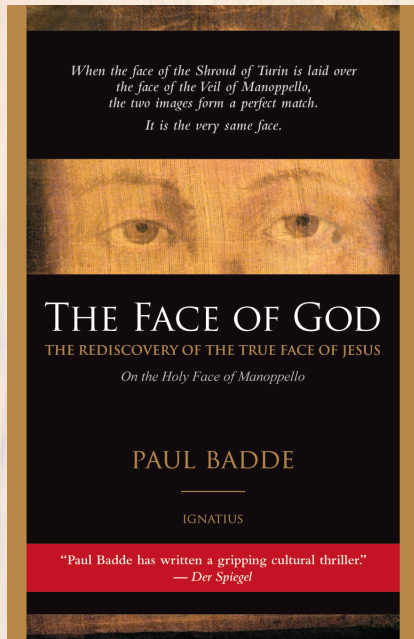
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Author chronicles his journey to uncover ‘the true face of Jesus’
Ignatius Press publishes award-winning journalist Paul Badde’s ‘The Face of God’

SAN FRANCISCO, Oct. 21, 2010 – “**The Face of God**” is a “gripping cultural thriller,” declares the German newsmagazine “Der Spiegel.” Such praise is common for well-written mysteries, detective stories, thrillers, and other works of fiction.

This book, however, is not fiction.

In “**The Face of God: The Rediscovery of the True Face of Jesus,**” journalist, historian and best-selling author Paul Badde reports in tantalizing detail on his exciting quest to uncover the truth behind a rare, mysterious cloth housed in small church in the remote village of Manoppello, Italy. Better known as the Holy Face of Manoppello, this is a relic recently rediscovered and, prior to Badde’s research, thought by many to be “Veronica’s Veil” – the cloth used to wipe Jesus’ face as He carried his cross to Golgotha for crucifixion.

Badde’s research and reports on the Holy Face of Manoppello prompted a 2006 visit to the relic by Pope Benedict XVI – in spite of counsel against it by others in the Vatican. Badde compiles and expands on those dispatches in “**The Face of God.**”

The German newspaper *Bild* called the results of Badde’s work “almost beyond our imagination.”

The image of a man’s face on the cloth in Manoppello is clearly visible. Most astonishing—**when the face of the Shroud of Turin is laid over the Holy Face of Manoppello, the two images form a perfect match. They are the same face.**

Unlike the image on the Shroud, however, which is a “negative,” the Holy Face of Manoppello is a “positive” image on a cloth made of byssus, or sea silk, a rare and delicate fabric woven from a silky filament produced by mollusks. The fabric is so thin and delicate it is impossible to paint on.

“**The Face of God**” reports the conclusion by experts that the cloth of Manoppello is not Veronica’s veil, but rather a burial cloth of Jewish tradition that was laid over the face of Jesus in the tomb.

The book recounts Badde’s thrilling journey of discovery as he travels to research this remarkable relic, tracing the turbulent history of the Holy Face from ancient times to the historic visit to Manoppello by Pope Benedict XVI.

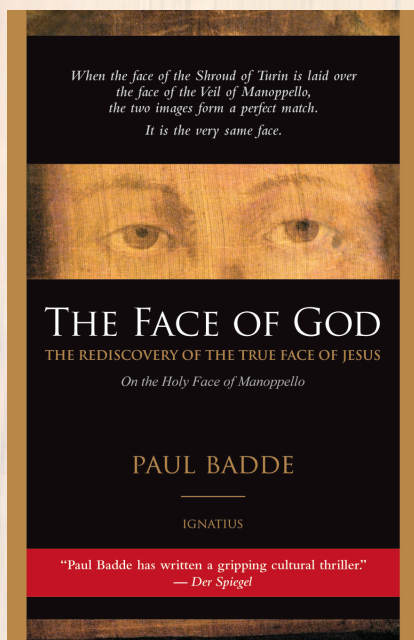
Badde is a best-selling author, renowned journalist and historian. He has been an editor of *Die Welt* since 2000, first as the Jerusalem correspondent and, most recently, as the Vatican correspondent in Rome. His other works include “Maria of Guadalupe: Shaper of History, Shaper of Hearts;” “Jerusalem, Jerusalem;” and “The Heavenly City.”

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Ignatius Press will publish “**The Face of God**” in November, in hardcover, and Badde will be in the U.S. for a multi-city book tour that same month.

For more information about “**The Face of God**” or to schedule an interview with author Paul Badde, please contact Christine Schicker with The Maximus Group at 404-610-8871.

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ABOUT THE BOOK

‘The Face of God: The Rediscovery of the True Face of Jesus’

In “The Face of God: The Rediscovery of the True Face of Jesus,” Paul Badde reports in tantalizing detail on his exciting quest to discover the truth behind a rare cloth, housed in small church in the remote village of Manoppello, Italy. Better known as the Holy Face of Manoppello, this is a relic recently rediscovered and rumored to be “Veronica’s Veil”—a cloth used to wipe the face of Jesus as he carried his cross on the way to Golgotha and His crucifixion.

Badde’s research and reports on the Holy Face of Manoppello prompted a 2006 visit to the relic by Pope Benedict XVI—in spite of counsel against it by others in the Vatican. He compiles and expands on those dispatches in “The Face of God.”



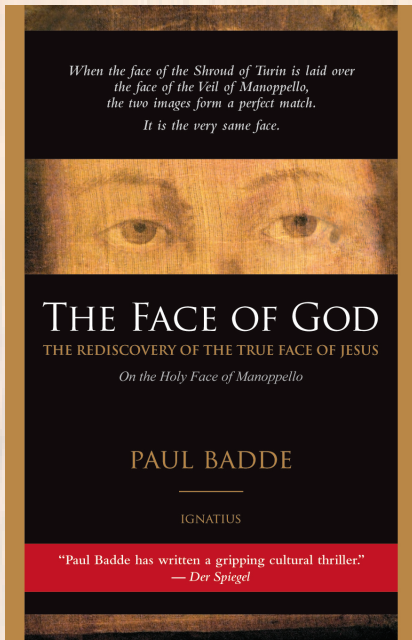
Among others, readers will meet Sister Blandina Paschalis Schlömer, O.S.C.O., whom many outside of Italy recognize as the first person to truly rediscover the Holy Face of Manoppello. Her meticulous research and investigations helped convince Badde and others that the Holy Face provides a “positive” image of the same face shown as a “negative” on the Shroud of Turin.

The image of a man’s face on the cloth in Manoppello is clearly visible. Most astonishing—when the face of the Shroud of Turin is laid over the Holy Face of Manoppello, the two images form a perfect match. As Sr. Blandina proved with her work, they are the same face.

Readers will learn about a cloth made of unique and rare fabric—byssus—that is the “canvas” for the Holy Face. Yet, Badde explains that byssus, also is known as sea silk, is a rare and delicate fabric woven from a silky filament produced by mollusks that is so thin and delicate it is impossible to paint on.

In the book, Badde reports the conclusion by experts that the cloth of Manoppello is not Veronica’s veil, but rather a burial cloth of Jewish tradition that was laid over the face of Jesus in the tomb. In fact, in the chapter he calls “Holy Blood,” Badde makes the compelling case for the existence—with locations—of all the elements of the traditional Jewish burial wrap used in Jesus’ time.

The book recounts Badde’s thrilling journey of discovery as he travels to research this remarkable relic, tracing the turbulent history of the Holy Face from ancient times to the historic visit to Manoppello by Pope Benedict XVI.



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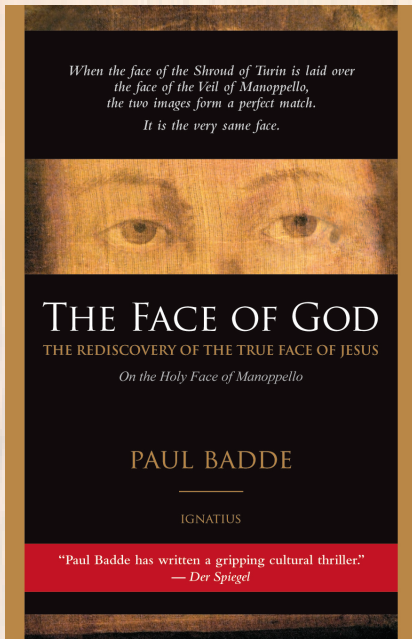
Paul Badde was born 1948.

He is known throughout Europe as a historian and journalist, and already has produced best sellers as an author.

For the past 10 years, he has been an editor for the German newspaper Die Welt. He initially served as the paper's Jerusalem correspondent. He went on to become the Rome-based Vatican correspondent.

"The Face of God" is Badde's fourth original work. He also wrote "Maria of Guadalupe: Shaper of History, Shaper of Hearts;" "Jerusalem, Jerusalem," and "The Heavenly City."

Badde achieved world-wide fame with his publication of Zvi Kalitz's "Jossel Rakover's Return to God," which he rediscovered, translated and edited.



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ABOUT THE PUBLISHER

Ignatius Press is named for St. Ignatius of Loyola, founder of the Jesuit Order. The Catholic publishing house is based in San Francisco, Calif.

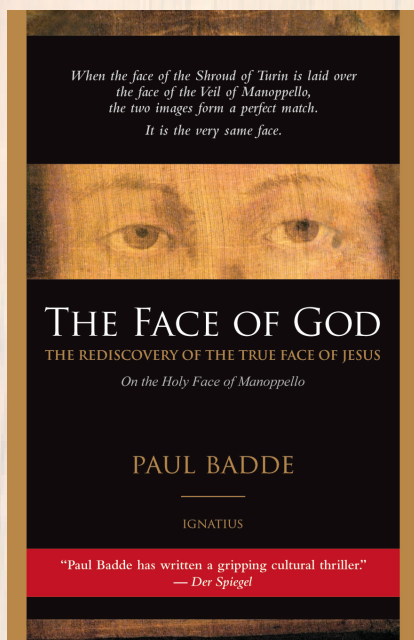
Jesuit Father Joseph Fessio founded Ignatius Press in 1978. A former pupil of Pope Benedict XVI, Father Fessio says the objective of Ignatius Press is “to support the teachings of the Church.”

Ignatius Press is recognized among the largest U.S. publishers and distributors of Catholic books, magazines, videos, DVDs, and music. It is the primary English-language publisher of Pope Benedict XVI’s books.

Ignatius Press publishes a wide-range of works, including popular, best-selling titles; major spiritual and theological works; and English translations of contemporary European theologians.

The company publishes the magazines “Catholic World Report” and “Homiletic and Pastoral Review.”

For more information, visit the Ignatius Press website at www.ignatius.com.



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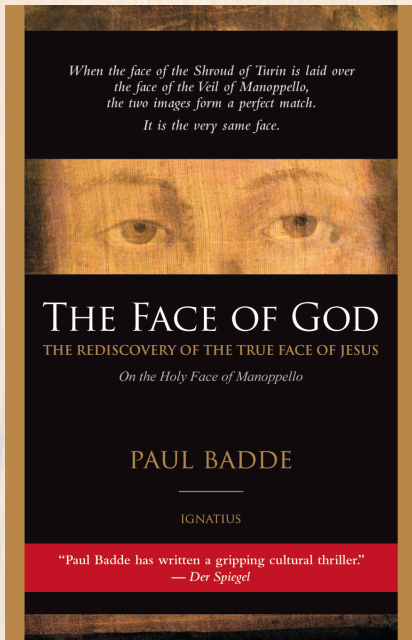
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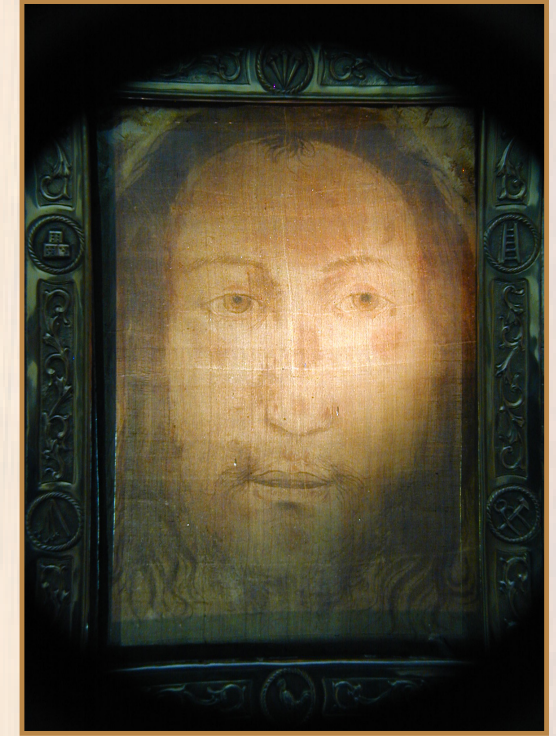
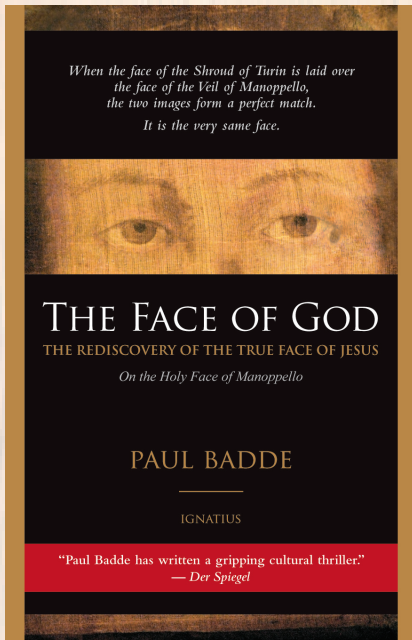
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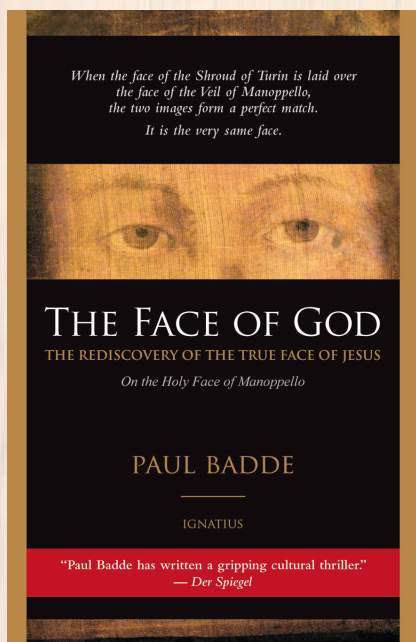


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Nov. 9 – 10: New York City

- **Tuesday, Nov. 9** - 6:00pm ET Book event/signing at Pauline Books and Media (64 W. 38th St.; 212-754-1110)
- **Tuesday, Nov. 9** – 9:20pm ET In-studio interview on “The Busted Halo Show” (The Catholic Channel; Sirius/XM Channel 159)
- **Wednesday, Nov. 10** - 7:00pm ET Parish event and book signing at Our Lady of Good Counsel (230 E. 90th Street, New York, NY; 212-289-1742)

Nov. 11 – 12: Washington, D.C.

- **Thursday, Nov. 11** – 1pm ET Book event/signing at the Basilica of the National Shrine of the Immaculate Conception bookstore (400 Michigan Ave, NE, Washington, DC; 202-526-8300)
- **Thursday, Nov. 11** – 6:00pm ET The World Over interview on EWTN
- **Friday, Nov. 12** – 12:45pm ET Book event/signing at the Catholic Information Center (1501 K St.; 202-783-2062)
- **Friday, Nov. 12** – 7:00pm ET Book event/signing at Daughters of St. Paul (1025 King Street; Alexandria, VA; 703-549-3806)

Nov. 13: Philadelphia

- **Wednesday, Nov. 3** – 11:00am ET Interview with Paul from Rome, IT on WISP during pledge drive week;
- **Saturday, Nov. 13** – 1:00pm ET St. Jude Religious store (Neshaminy Square, 4201 Neshaminy Blvd., Bensalem, PA; 215-364-3045)

Nov. 14 – 15: Boston

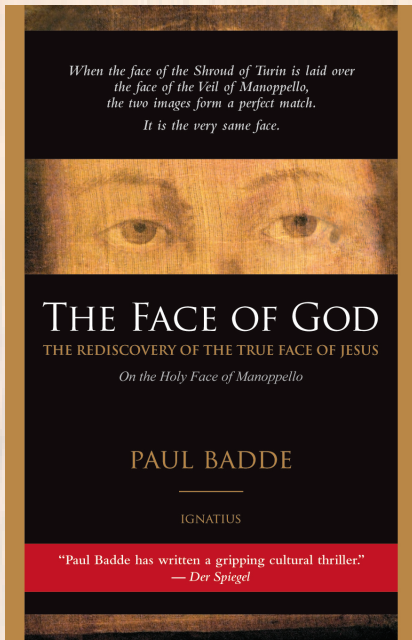
- **Sunday, Nov. 14** – 3:00pm ET Book event/signing at The Catholic Center @ Northeastern University (68 Saint Stephen Street; 617-373-8964)
- **Monday, Nov. 15** – 10:00am ET; In-studio Catholic TV interview (34 Chestnut Street, Watertown, MA; 617-923-0220)
- **Monday, Nov. 15** – Time TBD Book event/signing at St. Francis Chapel (800 Boylston Street, Suite 101 [in the Prudential Center Shopping Plaza]; 617-437-7117)

Nov. 16 – 17: Atlanta

- **Tuesday, Nov. 16** – 9:15am ET Live interview on Catholic Connection with Teresa Tomeo (EWTN Radio; EWTN on Sirius/XM, Channel 160)
- **Tuesday, Nov. 16** – 2:00pm ET Book event/signing at Two Hearts Bookstore (920 Woodstock Road; 770-642-9991)
- **Wednesday, Nov. 17** – 5:20pm ET Live interview on Kresta in the Afternoon with Al Kresta; 45 minutes (EWTN Radio; EWTN on Sirius/XM, Channel 160)
- **Wednesday, Nov. 17** – 7:00pm ET Book event/signing Christ the King Cathedral (2699 Peachtree Road NE; 404-233-2145)

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- ✦ Thursday, Nov. 18: POSSIBLE BOOKSTORE EVENT IN CINCINNATI, OH; The Catholic Shop; 7015 Miami Ave, Cincinnati, OH; 513-561-4333)
- ✦ Thursday, Nov. 18 - POSSIBLE book event at Our Lady of the Holy Spirit Center; 5440 Moeller Ave., Cincinnati, OH; 513-351-9800)



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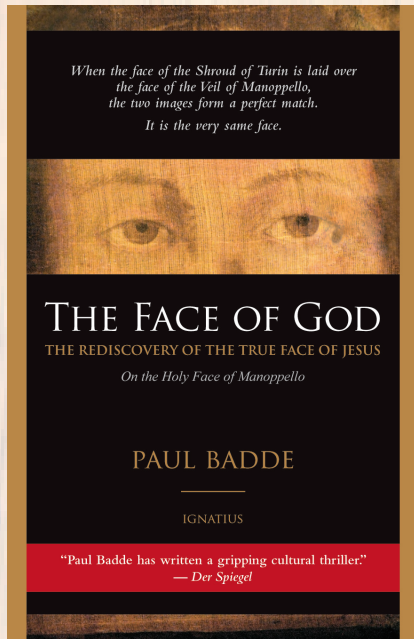
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Pope receives the key to Manoppello, Italy

Award-winning author Paul Badde prompts town to recognize Pope Benedict XVI's visit

SAN FRANCISCO, Nov. 03, 2010 – Today, award-winning German author Paul Badde saw a dream come true. Officials from the town of Manoppello, Italy, presented Pope Benedict XVI with a golden key to Manoppello.

Badde's investigation of a mysterious relic he rediscovered in the chapel at Manoppello is the basis of his new book, "The Face of God: The Rediscovery of the True Face of Jesus."

Ignatius Press has published "The Face of God," and Badde will be in the U.S. beginning Nov. 9 to talk about the Holy Veil of Manoppello, which he calls "the most precious relic the Church has."



In 1998, Badde first learned of the mysterious cloth in Manoppello. It's made of one of history's rarest and most expensive fibers. Although it's impervious to paint and more flame resistant than asbestos, that cloth bears a clearly visible image of a man's face. Most astonishing—**when the face of the Shroud of Turin is laid over the Holy Face of Manoppello, the two images form a perfect match. They are the same face.**

Badde calls this cloth "the first page of the Gospels ... and not created by man."

Badde's reporting on his investigation into the Holy Veil prompted Pope Benedict to visit Manoppello in 2006 to see the relic – against the advice of some in the Vatican.

Badde became the first person ever to be awarded the key to Manoppello in May 2010. During his brief acceptance speech, he urged officials and the residents of Manoppello to extend a second key. "In my speech," he said, "I suggested that Pope Benedict deserves the key even more than I." In urging townspeople to give the leader of the Catholic Church a key to Manoppello, Badde made two other requests.

"I suggested that they fashion a key much like the golden key to heaven that Jesus is handing to St. Peter – the first Pope – in the Sistine Chapel's Perugino's Fresco," Badde said. "I also suggested that the spot where the Pope's helicopter landed in 2006 – where he first set foot in Manoppello – be named Piazza Benedetto in his honor. I am thrilled that all of these things have come to pass!"

During an Oct. 24 festival in Manoppello, officials formally dedicated "Piazza Benedetto" and announced that the

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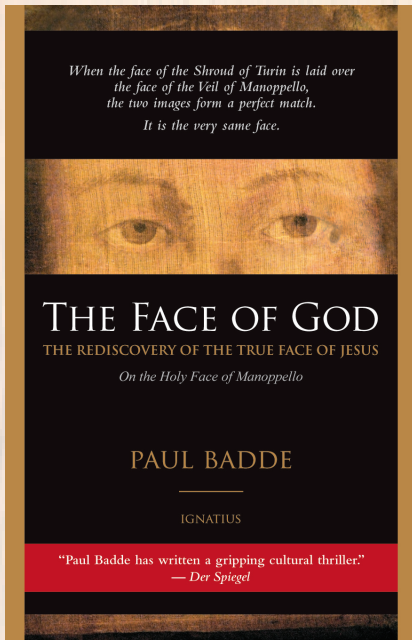
Pope would “willingly accept” the key to Manoppello – which had been created to match the golden key shown in Perugino’s Fresco.

After his weekly audience today, a delegation from Manoppello presented Pope Benedict XVI with the key.

Badde is a best-selling author, renowned journalist and historian. He has been an editor of the German newspaper Die Welt since 2000, first as the Jerusalem correspondent and, most recently, as the Vatican correspondent in Rome. His other works include “Maria of Guadalupe: Shaper of History, Shaper of Hearts;” “Jerusalem, Jerusalem;” and “The Heavenly City.”

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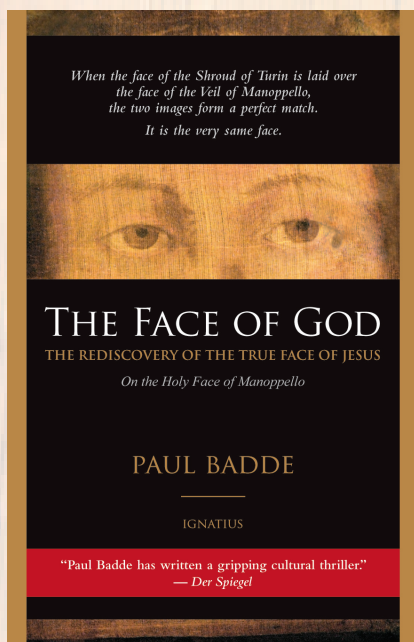
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“The Face of God: The Rediscovery of the True Face of Jesus”

By Paul Badde

1. Can you briefly tell us what “The Face of God” is about?
2. How did you become acquainted with this mysterious cloth?
3. Was there one particular incident or moment that prompted you to embark on the investigation that led to your writing “The Face of God”?
4. What kind of research has been done to “prove” that this is the true burial face cloth of Jesus?
5. If this is indeed the true face of Jesus, as you indicate in “The Face of God,” why has the world not heard more about this relic sooner?
6. In “The Face of God” you report on research that involved overlaying transparencies of the face cloth and the Shroud of Turin. Have you seen this done? Are these really images of the very same face?
7. Doesn't your reporting suggest that the Holy Veil is not only the “sudarium,” or burial face cloth of Jesus, but also the true “Veronica” that had been in Rome from the early 700s until probably the early 1600s?
8. How did it make you feel when Pope Benedict reacted to your work by making a trip to Manoppello, to see the Holy Veil for himself?
9. The Pope now has received a key to Manoppello. Were you involved in that? If so, how?
10. You have called the Holy Veil “the first page of the Gospels, not written by man.” Why do you say that?



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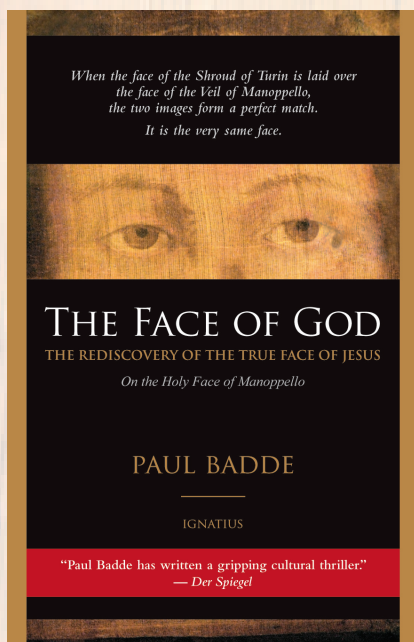
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