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CONTACT:
Charlene de Haan
647-977-3226
info@camcanada.org



CAM INTERNATIONAL OF CANADA

P.O. BOX 92061, 2900 WARDEN AVENUE, TORONTO, ON M1W 3Y8

CAM International of Canada becomes Camino Global

Toronto, ON • March 5, 2013 - CAM International of Canada announces its official launch as *Camino Global*, beginning Tuesday, March 5, 2013. The name Camino Global was affirmed by the CAM Canada Board of Directors on October 3, 2011 when the journey began to legalize the change.

Generating this new brand identity has included a long and thoughtful process, stretching back to 2010, including surveys and testing recognition effectiveness from a key sampling of mission leaders, donors and constituents, both English and Spanish, who have a longstanding awareness of the purpose and activities of the mission.

Camino is a Spanish word meaning *journey, path, or way*. The inclusion of the word *Global* provides a clear scope for the journey, and reflects the Latin American Diaspora, the migration of Spanish speakers across the globe. The name *Camino Global* makes it clear that ministry efforts are no longer limited to one region, but are truly focused worldwide and alongside the Spanish-speaking church.

Camino also has significant biblical meaning, pointing to Christ who said, "I am the Way" [John 14:6]. As far back as the first century, Global Christians were known widely, even at the highest government levels, as followers of The Way. [Acts 9:2; Acts 24:14]



CAM International of Canada incorporated in 1968 after serving more than a decade as a receipting office. In the mid-1970s they were renamed CAM International of Canada in an effort to better communicate the breadth of regional scope into Mexico, Spain and Panama. The change to Camino Global in 2013 once again represents the desire to convey a broadening scope of ministry - not only in Central America but also in South America, Europe and Asia. Spanish is the second most frequently spoken language in the world. *Serving the Church, Camino Global will journey with Spanish speakers everywhere to transform communities, equip believers and reach the world.*

With over 120 years of faithful ministry internationally, Camino Global today is comprised of some 300 missionaries and staff serving on 26 teams in 9 countries across 4 continents. This globally expanding impact has led to the deployment of teams in new fields like Colombia and Uruguay, as well as the mobilization of Spanish speakers to such places as Albania, India, Turkey and The Philippines. Teams are focused on sharing the journey of transformation among Spanish-speakers around the world, producing a growing number of biblically mature disciples who, in turn, make disciples globally. This empowerment of Spanish-speakers to fulfill the Great Commission worldwide is at the heart of the 21st century vision of Camino Global.

For more information, visit www.caminoglobal.org.