

Angelinos to Get Lovin' Life on the Silver Screen

George Kazakos
September 1, 2011



The Unification Community in Los Angeles, led by Lovin' Life Ministries Pastor George Kazakos, has decided to embrace unconventionality and is planning to broadcast Lovin' Life Ministries' Sunday Services in the Alhambra Renaissance movie theatre starting September 18, 2011.



Los Angeles Lovin' Life Pastor George Kazakos.

“About two and a half years ago, I went to a conference in Washington D.C. on churches that are growing in movie theatres,” said Kazakos, “and I was nothing short of blown away by what was happening. I like to sum up this idea of incorporating movie theatres into church services in the word “theo-tainment,” which combines church and entertainment, which is exactly what Lovin' Life Ministries is doing. The experience of going to Lovin' Life is a concert experience centered on God, and little did we know that there is a whole new trend emerging in that direction. I saw the media the other churches were using, and what we have is head and shoulders above the top-level Christian worship services on screens.

“Therefore, I thought that moving service to movie theatres would be a great idea to substantiate. Here are the reasons. One, the movie theatre is in the middle of the market place – everyone knows where it is. Two, it has tons of space for parking. Three, it's a multi-million dollar facility that we can rent for a few hundred dollars a week. Four, it's a public place. When you go to someone else's church, you can feel as if you're going to someone else's home, but a movie theatre is a public place and therefore more inviting. There are usually trade-offs with decisions, but this is only a win-win situation.”

Kazakos also highlighted the financial benefits of implementing a movie theatre. “We don't have to focus all of our money on infrastructure – too often, if you have too few people, then your expenses are too high, but if you grow too quickly, you can't accommodate everyone. With a movie theatre, you can just add another theatre. And we'd be saving about 60% of what we'd usually spend in a month. But even if it we weren't, there are still so many other perks I'd do it.”

Under the instructions of the LaunchPad prepared by Headquarters, Kazakos invests his time in substantiating Lovin' Life

Ministries' five "modalities" of "empower, inspire, inherit, connect, and contribute" one at a time.

"Using the theme "empower," we've been working on empowering our communities by making the worship experience of Sunday service and the educational experience of Sunday school, which we usually held at the same time, two separate experiences," he explained. "In other words, we are providing educational opportunities at a time other than Sunday service so that entire families can attend Sunday service together, while still receiving education about our movement and its values. Our next project is under the theme of "inspire," and that is to open up our movie theatre Sunday service on September 18. After that we'll work on developing our small groups and volunteer ministries."



The Alhambra Renaissance is one of the many movie theatres that are latching onto the trend of renting out their theatres to churches for Sunday worship services.

Counting down to September 18 and the idea of transitioning the broadcast to a movie theatre have been discussed every week during announcements after Sunday Service in the Los Angeles community. "I also made an online video explaining the details that was sent to the members and had a meeting after church about it so that people could respond with questions and concerns," said Kazakos. "Everyone has been very supportive. Some people may say this is an unconventional way to hold a church service, but that's why I like it! Many times in our movement, we've debated about certain ideas – like having a broadcast church – but while we were debating about it, other churches were running to it."

As an after-note, Kazakos reflected on his experience as part of Lovin' Life Ministries. "I was one of the first people to be on the Lovin' Life team in New York, and that gave me the opportunity to listen a lot to In Jin Nim," he said. "I took diligent notes about what she thought about education, worship, church culture, all these kinds of things, and when I came to Los Angeles four months ago, my mission was to share of the new ideas and developments of Lovin' Life in the Manhattan Center.

"Lovin' Life Ministries is opening up a whole new realm of spirituality. In the past we did our spiritual activities, during which we were all "on," and then we would do our jobs and careers and be all "off." Spiritually, our lives would be on, off, on, off. But In Jin Nim is asking us to weave external excellence together with internal excellence in our lives, and the Lovin' Life Ministries' modalities of "empower, inspire, inherit, contribute, and connect" offer a way to weave spirituality into everyday lives, so that spirituality is not something we're doing, but rather, something we're being. This theatre is just one part of it."