



FOR IMMEDIATE RELEASE

CONTACT: Patricia Margosian Terrell
JUVE Creative, Inc.
(714) 841 9600
patricia@juvecreative.com

NEW TELL-ALL MISSION SAN JUAN CAPISTRANO HISTORY BOOK

San Juan Capistrano, CA –Monday, October 26, 2009— A new tell-all history book entitled "Mission San Juan Capistrano," featuring many archive photos and details not available in Mission San Juan Capistrano's museum rooms, has been published by Reverend William F. Krekelberg, archivist at the Catholic Arch Diocese of Orange.

"I wrote the current book, "Mission San Juan Capistrano," to relate the history of the Old Mission in a better context in terms of what was happening in the larger history of Alta California at the time," Reverend Krekelberg said. "It also adds some material that was unknown in earlier works. In general, I hoped to provide a book that would present a reliable history for those who are interested in the Mission's story and a colorful pictorial to illustrate it."

One of several books Reverend Krekelberg has authored, the book was underwritten by a dedicated Mission supporter in hopes of developing more information to be available to the public about the Mission and as a means to generate more support and revenue to support the Mission's preservation.

"The book, which starts with the founding of the Mission, goes through the past 230-plus years and provides quality interpretation and understanding of the challenges and opportunities faced by this now famous historic landmark," said Mechelle Lawrence-Adams, Executive Director at Mission San Juan Capistrano.

Reverend Krekelberg will host two book-signing events in November: Saturday, November 14th, 2009 from noon- 1 p.m. and Thursday, November 19th, 2009 from 1-1:30 p.m. in the Soldiers Barracks at the Mission. The event is free to members and with paid admission. Light refreshments served.

Said Mechelle Lawrence-Adams: "We are excited to finally offer the public what we think is "the book" to have about Mission San Juan Capistrano. Despite the economic challenges of our times, this book is a great bargain because of its quality, beauty, and depth of history."

The gorgeous 256-page book is published by Éditions du Signe and makes a perfect holiday gift for those who love California or mission history, members of the Mission, students working on their Mission reports, and teachers as a classroom resource or for their personal use.

The "Mission San Juan Capistrano" book is available for purchase at Mission San Juan Capistrano: the Mission gift store, at the front gate, and online at the Mission's "shop" website section for only \$20 each. Those who purchase Mission family memberships on site at the Mission (not on line) will also receive a complimentary copy (for a limited time only). All proceeds of the book will go to the Mission's preservation fund.

The new book, like the Mission's cookbook "The Bells are Ringing: A Call to Table," is also available for resale in bulk and at wholesale prices to retailers. Interested retailers are encouraged to contact Ms. Barb Beier, Mission San Juan Capistrano's Marketing and Development Manager at (949) 234-1323 to make arrangements for bulk sales.

About Reverend William F. Krekelberg:

A native of Minnesota, 65-year-old Reverend William F. Krekelberg first visited the historic Mission San Juan Capistrano and moved to California in 1956 where he became ordained as a priest in 1970.

Having possessed a passion for history as long as he can remember, Rev. Krekelberg has been the archivist of the Catholic Arch Diocese of Orange since its beginning in 1976.

Presently, Rev. Krekelberg lives and has an office in San Juan Capistrano so that he can be near the old Mission. However, he also assists at Saint Thoms More Parish in Irvine. Currently, Rev. Krekelberg is touring Spain in hopes of visiting the birthplace of Father Junipero Serra to celebrate having finished writing the book, "Mission San Juan Capistrano" as well as his 40th anniversary as a priest.

Works written by Rev. Krekelberg include: "Mission San Juan Capistrano, The Fall and Rise of a California Mission," "Mission Basilica San Juan Capistrano, The Grand Retablo," and "Mission San Juan Capistrano."

About Reverend William F. Krekelberg:

A native of Minnesota, 65-year-old Reverend William F. Krekelberg first visited the historic Mission San Juan Capistrano and moved to California in 1956 where he became ordained as a priest in 1970.

Having possessed a passion for history as long as he can remember, Rev. Krekelberg has been the archivist of the Catholic Arch Diocese of Orange since its beginning in 1976.

Presently, Rev. Krekelberg lives and has an office in San Juan Capistrano so that he can be near the old Mission. However, he also assists at Saint Thoms More Parish in Irvine. Currently, Rev. Krekelberg is touring Spain in hopes of visiting the birthplace of Father Junipero Serra to celebrate having finished writing the book, "Mission San Juan Capistrano" as well as his 40th anniversary as a priest.

Works written by Rev. Krekelberg include: "Mission San Juan Capistrano, The Fall and Rise of a California Mission," "Mission Basilica San Juan Capistrano, The Grand Retablo," and "Mission San Juan Capistrano."

About Mission San Juan Capistrano:

Known as the "Jewel of the Missions," Mission San Juan Capistrano is a historic landmark and museum that boasts of quality permanent exhibits featuring original artifacts as well as traveling and temporary exhibits on a wide variety of topics.

The site itself serves as a living outdoor museum with original buildings constructed by Native Americans in the 18th century including the Serra Chapel, Great Stone Church, and the original padres' quarters of the South Wing.

The Mission was founded on November 1, 1776 by Padre Junipero Serra as the seventh in the chain of the twenty-one California missions established by Spain, and is Orange County's only mission. Every year, over 50,000 students visit the Mission and engage in an inspirational learning experience via the Mission Matters programming, as part of their State required California history studies.

Mission San Juan Capistrano is owned by the Diocese of Orange and is supported by the Mission Preservation Foundation, which is comprised of business and community leaders committed to ensuring the long term preservation and viability of Orange County's only Mission. The Mission receives no funding from either the Church or the State of California and charges admission funds as a means of providing public access.

Mission San Juan Capistrano is located at 26801 Ortega Highway, San Juan Capistrano, CA 92675. Open Daily 8:30 a.m. to 5:00 p.m. Closed Thanksgiving, Christmas, and Good Friday afternoon. Admission is \$9 adults; \$8 seniors

(60 years or over); \$5 children (ages 4 to 11); and children ages 3 and under are admitted free. Free audio guide with senior and adult admission. For more information, call (949) 234-1300 or visit www.missionsjc.com.

###