

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Cathy Herholdt, World Concern
206-794-9775 (cell)
cathyh@worldconcern.org



World Concern Launches New Podcast: “The End of the Road” *Guests Share Stories of Living and Working in Remote, Challenging Places*

Feb. 9, 2022 (SEATTLE, Wash.) – Seattle-based Christian relief and development organization World Concern today launched a brand-new podcast that offers a glimpse of what life is like in some of the world’s most remote, challenging places. “The End of the Road” podcast is hosted by World Concern’s veteran communications director Cathy Herholdt, who says the vision behind the podcast is to make the world a little smaller by enabling podcast listeners to experience places they’ll likely never be able to go and introduce them to people and cultures they’ll never forget.

“I’ve been telling stories from the end of the road for more than a decade, and now, for the first time, I’m excited to bring them to a wider audience through the podcast,” said Cathy. “Even though I’ve traveled to some tough places, I realize I still know so little about the world, beyond my own familiar surroundings. I had no idea how mind and heart-opening it would be to hear our guests talk about places I’d never imagined. My hope is that our listeners’ hearts and minds will be opened too, as they hear the stories on this podcast.”

Guests on Season One of the podcast include heroic yet humble humanitarians who offer glimpses into life in places like a remote village in the Congo jungle, accessible only by an 8-hour canoe ride; the harsh desert of Northern Somalia where nomadic pastoralists live in search of water, or the crowded urban slums of Bangladesh, home to 165 million people.

“It’s part adventure travel, part extreme mission—but this is no ordinary mission trip,” notes Cathy, who says the podcast also aims to reveal God’s presence in these remote, hard-to-reach places, and show what He is doing in places that might seem forgotten by the rest of the world.



“God is not bound by nationality, tribe, region, ethnicity,” said World Concern President Nick Archer in his podcast interview that focuses on his time serving in Somalia. “God is as present here, as he is to me back home.”

For more information on The End of the Road podcast, visit www.worldconcern.org/podcast. Listen, download, and subscribe to the podcast on [Apple Podcasts](#), [Spotify](#), or wherever podcasts are available.

For more information on World Concern, or to donate, please visit www.worldconcern.org.

For interviews, please contact Cathy Herholdt, Senior Communications Director, at (206) 794-9775 or cathyh@worldconcern.org.

###

World Concern is a Christian global relief and development organization headquartered in Seattle, Washington. At World Concern, the solutions we offer, the work we do, creates lasting, sustainable change. Lasting change that provides lasting hope. Our areas of expertise include disaster response, clean water, education, food security, child protection, microfinance and health.