

Christian Entertainment App W Talk Launches with a bang

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W TALK Entertainment and Faith app available on the App Store for iOS users and Google Playstore

Finally, a non-cheesy Faith based app which speaks directly to the modern Christian Woman with ambassadors such as professional footballer, Eniola Aluko.

W TALK, an entertainment and faith network for women is launching the first international faith-based app for women this winter. As an extension of their online platform, the app provides women with engaging faith based content that is in line with their millennial lives. The app promises to rival traditional media app platforms by adding a community and discussion element around its content. The app will offer unique content such as TV shows, podcasts, interactive discussions all aimed at the modern Christian women.

Eniola Aluko, former Women's England Footballer who recently joined Juventus Women's FC is a W TALK Ambassador. Aluko states

"My faith in God is my energy when I don't have any, my navigation when I feel lost and my centre when I feel disorientated with the trials of life. I try as much as possible to be led by my inner spirit because I know God only wants what is best for me.

An outlet like W TALK is so crucial for like-minded inspirational women to share our experiences and achievements in unity. It can only bring further experience and inspiration to all of us"

Most young Christian women who are also professionals find that current faith-based content is cheesy, unrealistic and un-relatable. The W TALK app will tell real stories that both Christian and non-Christian women alike will be able to relate to. Both scripted and non-scripted, covering the important verticals of a woman's life; finances, relationships, sex, marriage, careers, children, friendships, divorce etc. – and Faith is the horizontal which underpins it all.

The app has four main sections: Shows, Podcasts, Devotionals and Community Discussion designed for the modern woman exploring her faith and spirituality. The interactive community discussions allow for conversation, encouragement and debate with like-minded women around all topics affecting women's lives. With religion and faith always being an important aspect of a person's belief system and millennials being an expressive generation, it's an interesting time for such an app and platform to exist.

Tobi Olujinmi, Founder of the W TALK Network said:

"I'm a smart, forward thinking woman, I have opinions on politics, I have views on financial affairs, I'm a wife who's interested in cultivating a better marriage, a mother who thinks childcare fees are astronomical. I'm a business woman who cares about her career...and my faith informs all my decisions. Where's my outlet? I'm excited because the WTALK brand, through the app, online platform and live events will fill this gap. I anticipate that the app will be a great success mainly because the team is

largely made up of everyday women telling the stories of everyday women.”

For more information about the app, please visit. www.thewtalk.com/app

The app is available to download for free NOW.

Notes:

For interviews, reviews or further images please make contact with pr@hellochm.com