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A New Chapter of Devotion to Mary, Mother of Fairest Love

On the feast of St. Josemaría Escrivá, June 26, more than 700 faithful gathered at St. Louise de Marillac Parish in Covina, California, for the enthronement Mass of a statue of Mary, Mother of Fairest Love.

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Hundreds more joined online to witness the beginning of a new

chapter in spreading this devotion throughout North America.

This moment is a direct continuation of St. Josemaría's hope that devotion to Mary under this title would take deep root across the continent. In a letter to Fr. Joseph Muzquiz, he wrote: *"I have America very much in my heart; and it is there where we should have the first shrine to the Mother of Fairest Love."* While a fully developed shrine remains a dream for the future, this enthronement was a significant step forward in making his vision a reality.

The Carrara marble statue, sculpted by Cody Swanson and blessed by the Prelate of Opus Dei last summer, had been installed earlier in June in a prominent place of honor to the left of the altar. The enthronement Mass marked the first opportunity for the public to venerate her together. Many attendees shared how moving

it was to encounter her face-to-face. Some said she was even more stunning in person than in photographs, while others described goosebumps and an unexpected sense of peace. One participant told the sculptor, “Your hands are truly blessed to have created this.”

During the liturgy, Archbishop José Gomez delivered a homily about the example of Our Lady and the hope she offers to families as they strive to live their faith in the ordinary events of life. Reflecting on the vision of St. Josemaría, he called on those present to turn to Mary, Mother of Fairest Love, so that she “may teach us her way of sacrifice and silence, humility and hiddenness.” He reminded everyone that “Mary was Jesus’ final gift to us and devotion to her was his last command... we make our lives a gift of love to her, all our desires and dreams, all our ambitions and plans. We offer everything to Mary.” After

the homily, all present joined in a solemn consecration, entrusting themselves and their families to Mary, Mother of Fairest Love.

“This enthronement is more than a ceremony; it is a beginning,” said JL Marti, CEO of the Fairest Love Family Project. “It’s a sign that St. Josemaría’s dream of spreading this devotion in America is taking root in a very real way, and that more families will discover the peace and strength that come from her intercession.”

This devotion has unfolded over several stages. In the early years, it began simply, spreading through prayer cards, personal conversations, and quiet witness. Over time, it has grown into an organized apostolic initiative dedicated to supporting families in every season of life. Today, the Fairest Love Family

Project uses modern tools to make St. Josemaría's vision tangible:

- **Weekly blog posts** on marriage, parenting, and faith
- **Podcasts** including *Fairest Love* for parents, *After Cana* for engaged and newly married couples, *Single, Not Stalled* for young unmarried women, and *Dos Serán Uno* for Spanish-speaking parents
- **Active social media outreach** on Instagram, Facebook, and YouTube to bring encouragement and formation to thousands (@fairestloveproject)
- **An online prayer circle**, where individuals can submit their intentions while others commit to pray regularly for these needs through the intercession of Mary, Mother of Fairest Love

The present stage focuses on forming a culture of stronger Christian families. In the not-so-distant future, the project plans to build a conference and retreat center in Southern California and a small ermita, or chapel, to house the statue permanently. And in the years ahead, another generation will be called to carry this mission further, establishing a full shrine in Southern California to honor Our Lady under this beloved title.

Those who attended the Mass left with hearts renewed in hope. After the Mass, many lingered quietly in prayer, entrusting their intentions to her before this breathtaking image.

Reflecting on the day, JL Marti added: “I would personally invite anyone reading this to keep this project in your prayers and to walk with us as we try to fulfill St. Josemaría’s vision for families here in America and

from here, for the entire world. It will take many hands, many hearts, and many small acts of love, but together, under the mantle of Mary, Mother of Fairest Love, I believe we will see great things.”

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