

The Irish dentist, PR linked to sect getting

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INVESTIGATION

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INVESTIGATIONS EDITOR

THREE Irish business people – including a prominent PR executive and a millionaire dentist turned developer – have been linked to a cult-like religious enterprise that has been condemned by church leaders worldwide.

PR guru Mary Carberry, her daughter Sarah Carberry and Donegal dentist Breffni Cully this week refused to be drawn on the Maria Divine Mercy website that has been spreading doomsday prophecies purportedly from God – including one of imminent world war.

The site claims Maria Divine Mercy, an anonymous woman who issues the warnings, has been chosen by Jesus. Followers are encouraged to buy books and medals and one message says those who have salvation medals will be saved

The €1 medals and 'Book of Truth' on sale to 1.2m followers

THE Maria Divine Mercy group emerged in 2010 when a website, thewarningsecondcoming.com, set up with hidden ownership, began posting messages that purported to be straight from God.

According to the site, the messages – containing a wide range of predictions and warnings about the imminent Second Coming of Christ – were being received by Maria Divine Mercy, an anonymous woman chosen by Jesus.

Through a professional social media campaign rolled out across the world, MDM has gained almost half a million registered followers and the main website is receiving as many as 1.2m unique visitors annually, giving it more than 10 times the traffic to most official Irish Catholic websites, such as that of the Irish Bishops Conference.

There are nearly 400 Facebook prayer groups dedicated to the cult, many of them closed groups to which members

have to be approved. One such group, Maria Divine Mercy – Crusade Of Prayers And Messages Of The Warning, is administered by an American and has members from Dubai, Canada, Kenya, Eritrea, the Philippines, Vietnam and India among many other places.

Followers are encouraged to purchase a series of books and medals of salvation from the MDM site.

In one of MDM's visions, God has told her that everyone in possession of the salvation medals will be saved during the imminent Second Coming.

Last year as the number of 'messages from God' reached more than 300, the Archbishop of Dublin, Diarmuid Martin, strongly condemned the cult.



when the imminent Second Coming arrives.

Thanks to a slick global social media campaign, MDM has gained almost half a million regis-

tered followers, and the main website is receiving as many as 1.2m unique visitors annually. The messages were condemned by Dublin

Archbishop Diarmuid Martin, who said they were not approved by the Church and were in some cases contradictory of Catholic teaching. The MDM phenomenon first emerged in 2010 when the group claimed it was receiving prophetic messages directly from God.

But the identity of those behind the MDM project remained shrouded in secrecy – as did the amount they might be earning from donations and sales of books and medals. The only time that a woman representing MDM spoke publicly involved a 2011 interview to a small US Christian radio station.

During the 45-minute interview, she spoke of how she had been a 'lapsed Catholic' before she had an epiphany.

'My life was far removed from going to Church or going to Mass. I was a high flyer businesswoman,' she said.

The woman did not reveal her identity but informed listeners that she was Irish and a mother of four.

The mystery of her identity remained until a group of Catholic bloggers based in different countries around the world got together and took it upon themselves to investigate. They unearthed a document that has linked renowned PR executive Mary Carberry – known in PR circles as Mary McGovern – her daughter Sarah and a business associate, Breffni Cully, to the Maria Divine Mercy enterprise. All three of their names appear in Irish company records linked to businesses that profit from the Second Coming sect's website.

trying to destroy my life because of a job I did for somebody. That's all I have to say,' she said.

Mrs Carberry did not specify what job she was referring to or for whom she had done it. She did, though, indicate that she was aware of the allegation that she was involved with Maria Divine Mercy. She said: 'I can't deal with this crap. I'm sorry. But if you honestly believe that s***, you can.

'It is what's called incitement to

'These messages and visions have no ecclesiastical approval'

hatred crime, internet trolls talking a pack of lies, and I'm not going to get involved with it because, once I do that, I give credibility to it,' she said.

The MoS recorded the conversation and supplied a copy to Ed Primeau, a renowned forensic audio analyst over 30 years. His work has been used as evidence in US and international courts.

Mr Primeau spent four days examining and comparing the voice of Mrs Carberry with that of the anonymous MDM representative on the US radio interview. 'The unknown voice matches that of the known voice beyond a 90% degree of scientific certainty,' the forensic report concludes.

Given that more than three years separated the two recordings – and the fact that they were recorded in different formats and circumstances – the result is as strong a match as can possibly be made, according to the expert.

We told Mrs Carberry of the results and invited her to clarify her association with MDM and Mr Cully but she declined to respond. We asked whether the job she acknowledged doing included acting as MDM's spokeswoman on US radio but got no reply.

Earlier this month, the bloggers published a detailed online book revealing their findings. This research identifies companies that appear to link Sarah Carberry to MDM and to millionaire retired dentist Mr Cully. One company, Trumpet Publishing Ltd, owns Coma Books, which publishes and sells MDM books. Trumpet was set up by Ms Carberry and Mr Cully in 2012. She has since resigned and transferred her shares to a German citizen associated with the MDM project.

A second company was then set up by this German man and Mr Cully, who identifies himself as Joseph Gabriel when he attends MDM events.

That company, Merdel Ltd, was set



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