

BASILICA OF THE CO-CATHEDRAL OF THE SACRED HEART



Pilgrimage Site for: Diocesan Shrine of Santo Niño "Annunciation" and "Tree of Life" Meditation Gardens

Solemnity of the Most Holy Trinity-May 26, 2024

Pastor: Most Rev. Mark E. Brennan Bishop of the Diocese of Wheeling-Charleston

Rector: Very Rev. Donald X. Higgs, VF - Email: dhiggs@dwc.org Associate Rector: Rev. Rayappa Kurakula - Email: rayappak@dwc.org



1114 Virginia St., East, Charleston, WV 25301, Telephone: (304) 342-8175/Fax: (304) 344-3907 E-Mail: sacredheartwv@gmail.com - Website: www.sacredheartcocathedral.com



MASS SCHEDULE

Saturday 8:15 am, Vigil 5:30 PM Sunday 8:00 AM, 10:30 AM & 5:00 PM Monday & Friday 8:15 AM Tuesday, Wednesday, Thursday & Friday 12:00 PM

Mass from the Basilica is live streamed on our Facebook & YouTube page, Sundays at 10:30 AM

Mass from the Diocese is being live-streamed at 6 p.m. on Saturday, where it remains online.

The link is https://dwc.org/home/mass/

Listen to EWTN on WLUX 1450 AM Dunbar|Charleston https://www.ewtn.com/radio/schedule

SACRAMENT OF RECONCILIATION

Saturday's 4:00-5:00 PM or by appointment. 304-342-8175

EUCHARISTIC ADORATION

Saturday's 4:00-5:00 PM.



Parish Mission Statement

"We, at the Basilica of the Co-Cathedral of the Sacred Heart of the Diocese of Wheeling-Charleston, are a diverse community of the poor, the disadvantaged and hungry, the well-to-do, the youth, elderly, visitors and those seeking refuge.

As a community of many cultures and races, we stand for unity in our diversity by expressing our love of God the Father through prayer and worship, through service to one another, through the ministry of welcoming, through evangelization and ecumenism. With the Bishop, we shall pursue this mission faithfully through the example of Jesus Christ, the power of the Holy Spirit and the gifts and talents of our members." All are welcome today, especially visitors, guests and those who might be new to the community.

Basilica of the Co-Cathedral of the Sacred Heart TELEPHONE 304-342-8175 FAX 304-344-3907

ADMINISTRATION

Bookkeeper: Pam Acevedo	342-8175
email: pacevedo@shccwv.us	
Office Assistant: Angela Hodges	342-8175
email: ahodges@shccwv.us	
Property Manager: John Blake	342-8175
email: jblake@shccwv.us	
Secretary: Sheila Kerekes	342-8175
email: skerekes@shccwv.us	

EDUCATION

Director of RCIA: Mike Kawash	549-6453
	349-0433
Email: mak@ramlaw.com	
Coordinator of Religious Education: Sr. Ida Chikara	1-304-709-0026
Email: idachikara@gmail.com	
Sacred Heart Early Learning Center: 6 weeks-2 years	
Andrea Stover, Director	414-5757
Sacred Heart Child Development Center: After School	l Care
Crystal Ashcraft, Coordinator	344-1125
Sacred Heart Grade School: K-5/Pre-School (ages 3-4)	
Niki Kurten, Principal	346-5491
Charleston Catholic High School: 6-12	

SACRAMENTS

342-8415

Colleen M. Hoyer, Principal

Anointing of the Sick, Confession, Infant Baptism, Weddings For information/to schedule any of the above 304-342-8175

MUSIC

Music Director: Mark Haas	342-8175
Email: mhaas@shccwv.us	
Principal Organist: Gregory Gray	380-4786

OTHER PARISH GROUPS OR MINISTRIES

Boy Scouts: Sam Wilkes	546-0614	
Catholic Charities Office-Family Life Center	380-0162	
For information on Catholic Charities		
Contact: Karen or Sam Gross	346-2608	
Cub Scouts: Adam Rohrig 276	5-274-8110	
Girl Scouts: Deborah Harless 30	4-553-7021	
Knights of Columbus -St. Michael the Archangel #12630		
Dick Fauss, Grand Knight	965-6872	
Sam Gross-Faithful Navigator-Fr. Boniface Assembly #1188	346-2608	
Ministry to Sick/Elderly		
Sr. Ida Chikara, SJI 1-304	1-709-0026	
Mount Olivet Cemetery/Mausoleum	342-8135	
Wayne Johnson or Sacred Heart Parish		
Prayer Shawl Ministry: Wanda Dettinger	550-2411	
Saint John XXIII Pastoral Center	342-0507	
SH Christian Service Committee: Ron Rushworth	382-7768	
SH Finance Council: Cindy McGhee-Chair	342-8175	
SH Gift Shop: Antonetta Stevens 415-8132 or Kathy Lamb	344-2011	
SH Pastoral Council: Jack Walsh-Chair	533-2298	

Sharing Our Treasure - 5/19/2024

Regular Collection: \$8,034 Candles: \$69 Smile (Sisters): \$500 Needy Student: \$41 Partners In Hope: \$50 Social Concerns: \$10

Sacred Heart Priest Health Ins.: \$2172

Thank you for your faithful generosity.

The Holy Sacrifice of the Mass at the Basilica Solemnity of the Most Holy Trinity-May 26, 2024

05/25 Sat. 05/26 Sun.	5:30 pm + Victor Salutillo 8:00 am + People of the Parish 10:30 am For the Intention of Margarete Sypolt for her 90th Birthday 5:00 pm + Tom & Mary Christine Edwards
05/27 Mon.	8:15 am + Anna Abramowicz
05/28 Tues.	12:00 pm + Rev. Charles E. McCallister
05/29 Wed.	12:00 pm + Donald G. McKeny
05/30 Thur.	12:00 pm + Ed Klug
05/31 Fri.	8:15 am + Rev. David P. Walsh 12:00 pm + Don & Phyllis Hammond
06/01 Sat	8:15 am + Fortunata Lim
06/02 Sat. 06/03 Sun.	5:30 pm + People of the Parish 8:00 am + Joe George 10:30 am + Lim Eng Chuan 5:00 pm + Tom Whelan

Ministry Schedule week of June 1/2

Lector Schedule 5:30 PM-Michael Kawash 8:00 AM-Mark Sadd 10:30 AM-Andrew Workman 5:00 PM-Debra Basham

Eucharistic Ministers Schedule

5:30 PM-Sr. Ida Chikara, Linda & Matt Higgs, 3 volunteers8:00 AM-Janice Prince, Joel Weese, Jim Weimer, 3 volunteers10:30 AM-Chloe Flores, Bob & Jeannie Tyler, 3 volunteers5:00 PM-Debra Basham, Agnes Smith, Angelita Zamora, 3 Volunteers

The Pope's Monthly Intention

May-For the formation of Religious and Seminarians
We pray that religious women and men, and seminarians,
grow in their own vocations through their human, pastoral,
spiritual and community formation, leading them to be
credible witnesses to the Gospel.

Sacred Heart Gift Shop

is opened after each Mass and is generally opened prior to the 10:30 Mass. We have gifts for every occasion. If you can't find what you are looking for, we can order it for you.

FYI...The Sacrament of Confirmation will be celebrated Saturday, June 8th at the 5:30 pm Mass.

A note from the Rector...

Dear Sisters and Brothers in the Lord!

Greetings on the Solemnity of the Most Holy Trinity.

With joy, this past Thursday and Friday, we celebrated the Baccalaureate Mass and Graduation for the Class of 2024 of Charleston Catholic High School. May they be guided by the Lord in their futures.

It will be a busy week for Charleston Catholic High School and our Sacred Heart Grade School as they will finish their school year this Friday. May the Lord bless their summer vacation with safe travel, fun times, and joy.

Next Sunday, we will celebrate the Feast of the Body and Blood of Christ. After our 10:30am Mass will have a Eucharistic Procession and Benediction. Please join us.

This Monday we pause and remember and give thanks for those who have given their lives in the protection of our nation. Please make use of the prayer in this bulletin.

Have a Blessed Memorial Day Weekend. I remain, Yours in Christ, Fr. Don



Memorial Day Prayer

Gracious God, On this Memorial Day, we pray for those who courageously laid down their lives for the cause of freedom. May the examples of their sacrifice inspire in us the selfless love of Your Son, our Lord Jesus Christ. Bless the families of our fallen troops, and fill their homes and their lives with Your strength and peace. In union with people of goodwill of every nation, embolden us to answer the call to work for peace and justice, and thus, seek an end to violence and conflict around the globe. We ask this through your name. Amen.

A Pilgrimage to Catholic Italy with Fr. Don

Fr. Don invites you to join him on a spiritually enriching 12-Day pilgrimage to Catholic Italy October 14-25, 2024.

Highlights include: Florence, Siena, Assisi, the Isle of Capri, Pompeii, Rome, The Vatican and an audience with the Pope. Flight to and from Charleston, W.V. included.

The cost of \$5899 includes breakfasts and dinners, tours, r/t flights, 4-5 star hotels, motorcoach, a farewell dinner at a local restaurant in Rome and memories to cherish forever. Don't miss this once in a lifetime pilgrimage to visit and pray at the Catholic places you have heard of all your life. Plus, you will see the world-famous sites of Italy as well.

For the itinerary, more details and the option to register online, go to: https://bit.ly/HiggsItaly or call Fr. Don at 304-685-2367.

Catholic Relief Services Collection this Week

This week we take up the Catholic Relief Services Collection to reveal Christ's love to our brothers and sisters in need. This collection makes grants to six Catholic agencies that provide relief and support for struggling communities and work for peace and reconciliation among our marginalized brothers and sisters, both here and around the world. Please prayerfully consider how you can support the collection. Learn more about the collection at www.usccb.org/catholic-relief.

Blessings and Congratulations to Rowan Michael Pring, Baptized Sunday, May 19.

He is the child of Devon & Leah Pring, pictured with Godparents Michael & Janet Kawash & Fr. Don.



We have an immediate need for Livestream assistance at the 10:30am Mass! If you would like to help broadcast our Sunday Mass to the community, please contact Mark Haas: mhaas@shccwv.us. Training is provided.

Please do not block the alley (Sadie Way) between the Church and Sacred Heart Grade School, it is a fire lane and must be kept accessible for emergencies. Thank you!



Congratulations to our Rector!

Fr. Don Higgs on this 36th anniversary of his Priestly Ordination-May 28th, 1988

Thank you for your faithful service to the people of God!

From the parish staff, Fr. Roy and Sacred Heart Basilica Parishioners.



Please keep in your prayers **Ruth McBride Mullen**, who died May 23rd. Our prayers and condolences for her children, Christopher, Jeff, Julie, Elizabeth family and friends. Eternal rest grant to her, O Lord.

With joy we announce our second graders who received the Sacrament of First Eucharist on Sunday, May 5th:

Carson Borror, Ruth Ann Haas, Eloise Haden, Helena Jadue, Adelena Johnson, Cordt King, Adeline Grace Maier, Aubri Murphy, Zoey Puskas, Lydia Rader, Zavier Rashid, Viona Dian Stampfly, Hazel Smolder, Emerson Sop, Adrian Ukwauaba, Kees Joseph Umina.

May they always feast on the Lord's Holy Sacrament.

A BIG THANK YOU!

To Sr. Ida, our RE Teachers, and Sacred Heart Grade School Teachers. Teaching our children about Jesus' love wouldn't be possible without you.





Knights of Columbus

Don't forget the Vandalia Gathering this Saturday, May 25 and Sunday, May 26 on the West Virginia State Capitol Grounds. We will sell Grilled Italian Sausage, roasted corn on the cob, peach tea, unsweet tea and water.

Come out and support the Knights of Columbus and other local food and Craft vendors while listening to some excellent West Virginia Traditional Music and Storytelling.

In June, our Knights of Columbus will again be supporting the St. Baldricks head shaving fundraiser for childhood cancer research. St Baldricks is the largest private source of childhood cancer research grants in the country and in 25 years, has donated over \$350 million to research.

This year, 4 knights will be participating. John Pennington, Micheal Casey, Mark Ellis (CCHS faculty) and event organizer Bill Coyle. This is the 9th year for the event and the Knights have supported and participated in each of the 9 events

For more information and to show support for our brother knights go to the following web address: https://www.stbaldricks.org/events/9thAnnual



33 Days to Eucharistic Glory-Are you ready to make a deeper commitment to Christ? Join the 33 Day Consecration to Jesus in the Eucharist! Held each week on Sundays at noon in the Gathering Space, Wednesdays at 10:00 am in the Cordis Center, and on Wednesday at

6:30 pm in the Gathering Space. Consecration Day will be on the Feast of Corpus Christi, June 2.

Parents, if your child graduated from High School or College this year, please let the Church office know, we'd like to congratulate them. Email Fr. Don at dhiggs@dwc.org.

CCHS APPLY NOW

WE ARE ACCEPTING APPLICATIONS FOR THE 2024-2025 SCHOOL YEAR.

MORE INFORMATION AT https://www.charlestoncatholic-crw.org.



Linens Ministry

Would you be interested in joining this Ministry!

We need weekly laundering of the Communion cloths and finger towels used by our Priests and Eucharistic ministers at each Mass. The task involves once-weekly collecting the linens from the Sacristy linen receptacle, pre treating any wine or lipstick stains, laundering, lightly spray starching and ironing, then returning to the linen drawers in the sacristy. A simple, very necessary and greatly appreciated ministry. To volunteer, or for more information, call Sr. Ida Chikara 304-709-0026.

DIOCESE OF WHEELING-CHARLESTON



1311 BYRON STREET POST OFFICE BOX 230 WHEELING, WEST VIRGINIA 26003

May 21, 2024

Dear brothers and sisters in ministry,

One of my priorities as your Bishop has been to ensure that our parishes, schools, youth groups and camps are safe for young people. To that end I have worked in concert with our Child Protection Office, headed by Sharon Goudy, and our independent lay-led Review Board to put the sad legacy of child abuse by clergy and other Church personnel well behind us. From what I have seen, our efforts have made a great difference.

Today, I write to inform you about another measure to enhance our Child Protection program. Following the recommendation of the third-party firm that audits all the dioceses of the United States for compliance with the Charter for the Protection of Children and Young People and as a matter of best practice, I am implementing yearly continuing Safe Environment education, starting this year. Going forward, yearly Safe Environment continuing education will be required of all diocesan employees and volunteers. This will entail completion of a yearly module and monthly bulletins for all employees and volunteers.

Keeping this matter in the forefront of our minds is critical to maintaining a safe environment for the young and for vulnerable adults where they worship, study, recreate and camp. More information will be sent to you from the Office of Safe Environment regarding the timeline and details for completing this yearly training.

We expect to implement this continuing education in phases and will rely primarily on our existing awareness training provider, VIRTUS. With an electronic platform and a built-in tracking mechanism, VIRTUS makes it convenient and easy to complete and document training. Look for more specific information and direction from the Office of Safe Environment in the coming weeks.

I am proud to report that our Safe Environment program has gained strength in the past few years, so that we have reached levels of compliance never before achieved. This is to the good of our young people and vulnerable adults. We must continue to move forward on this path for the benefit of those whom the Lord calls us to serve.

Not long before my arrival in August, 2019, the Diocese released a list of clergy credibly accused of child abuse, an important gesture that served as a catalyst for the healing process in West Virginia. Since then, other important steps have been taken to upgrade our protection efforts. Among them are:

- mandatory fingerprinting and FBI background checks for priests, deacons, seminarians and Catholic school personnel;
- consolidating the recordkeeping of compliance data through VIRTUS to allow employees and volunteers to work smarter, not harder, leaving them more time for ministry;
- contracting with a third-party reporting system called EthicsPoint to capture concerns regarding clergy as well as employees and volunteers;
- on-site audits every year by a third-party firm utilized by the Bishops' Conference rather than every three years (the Charter's mandate) and other audits performed by our fingerprinting firm, Corporate Security Investigations, in our Catholic schools;
- expanding since 2023 the scope of the independent Review Board to include not only sexual abuse of minors by clergy in accordance with the Charter but also inappropriate behavior toward adults, including but not limited to boundary violations, harassment, sexual harassment, grooming and financial improprieties. (The Review Board consists of experts in human resources, mental health, medicine and law enforcement.)
- revising the Safe Environment section of the dwc.org website to include more information and be more transparent; and
- publishing annually the Diocese's financial audit report.

My desire, which I trust you share, is to make our parishes, schools, youth groups and camps as safe as possible for our children, young people and vulnerable adults in order that they may flourish physically, mentally and spiritually as children of God. They deserve this effort on our part. I count on you to join me in making it happen.

Thank you for your service to God and those who benefit from your efforts. May God bless you and keep you close to Him.

Sincerely in Christ,

+Mark E. Brennan

Bishop of Wheeling-Charleston

+ Mark E. Brenner

Quo Vadis Retreat

Middle School Discernment Retreat

Boys in 6th, 7th, and 8th grades are invited!

Noon on June 17 through 1pm on June 20

Priest Field Pastoral Center Kearneysville, WV

Campers will enjoy outdoor activities including:

Prayer • Kayaking • Discernment Camp Fire • Games

Opportunities for Charitable and Spiritual Works of Mercy

The camp is staffed by laypeople, priests and seminarians from the Diocese of Wheeling-Charleston.

RETREAT IS FREE!!!

To Register, scan the QR code or visit WVPriests.org







St. Michael the Archangel Council #12630

Membership Info: kofc.org/joinus

LEAD WITH FAITH

prayer & faith formation resources available SERVE OTHERS

unmatched charitable outreach programs **DEFEND YOUR VALUES** stand up for the unborn and all human life PROTECT YOUR FAMILY

exclusive access to top rated financial products

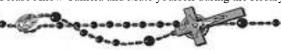
"THE EXPERIENCE OF A LIFETIME"

WV Knights of Columbus Virtual Family Rosary on Sundays at 6:45 pm. Everyone is invited to attend. You can join from your smartphone. No Knights business.

Please Join Zoom Rosary (Open to the public) - Sunday - 6:45pm www.KofC.org and scroll down and click on the Rosary, or Simply Dial 1-305-224-1968 or 1-309-205-3325 on your Smartphone or Cellular Tablet

Enter Meeting ID: 864 3279 6077 Enter Passcode: 903665

Please Allow Camera and Mute yourself during the Rosary.



The Serra Club of Charleston Is An Organization That Encourages Vocations. Why Not Join Us? **Contact Mark Sadd 304-343-2149**



Pastoral Care is offered to all parishioners. If you would like a visit ou visited, or the Eucharist brought to your home, the hospital or assisted care facility, you can contact Sr. Ida at 1-304-709-0026.

Now Hiring-Our Parish has full-time and part-time teacher positions for the Early Learning Center and After-school care programs. Diocesan benefits and salaries commensurate with experience and education. Applicants must be at least 18 years old, have a high school diploma and clear a background check. WVIT and ACDS helpful but not required. Please contact Sheila Kerekes at 304-414-5757 or mail your resume to 1114 Virginia St. E., Charleston, WV 25301.

To report an incidence of suspected child sexual abuse, please contact your local law enforcement agency, or you may confidentially contact WV Child Protective Services at 800.352.6513. To report suspected cases of sexual abuse by personnel of the Diocese of Wheeling-Charleston to the Diocese, please contact the Diocese at 888.434.6237 or 304.233.0880.

New Mausoleum to be built at Mount Olivet Cemetery-the only Catholic Cemetery in Kanawha County.

The church has consulted with Tim White at Barlow Bonsall Funeral Home to help us get the mausoleum built. You may contact him at (304)342-8135 or his cell phone at (304)395-4824 for more information or to set up a private meeting. This may be done either virtually or



in person. Affordable monthly payment plans are available.

"Lord Jesus Christ, by your own three days in the tomb, you hallowed the graves of all who believed in you and so made the grave a sign of hope that promises resurrection even as it claims our mortal bodies" - Rite of Committal

For your information, this QR code is a quick way to get to the parish giving page.



Or...

Consider having your church contributions sent directly to the Church from your bank; please contact your own bank to do so. Almost every bank offers this service. If possible please have your parish ID included on the check. Many parishioners are opting to do this.

Baptismal Preparation Class for First Time Parents To schedule a baptism preparation class or to get more information please call 304-342-8175.



Sacred Heart Early Learning Center

Ages 6 Weeks to 2 Years open to children of all faiths, located at 204 Leon Sullivan Way. Hours of operation are Monday-Friday 7:00 am to 5:30 pm, year round.

At the Early Learning Center, care teachers provide a safe, clean, predictable and nurturing environment in which children can explore, build relationships and develop a positive self concept. If you are interested in our program, call Andrea Stover at 414-5757 for an appointment, or for information.

SACRED HEART GRADE SCHOOL

A NATIONAL BLUE RIBBON SCHOOL OF EXCELLENCE Applications may be downloaded from our website www.shgs.us. For information, or to schedule a tour, call 304-346-5491.

- Tiny Hearts-2 Year Old-Half or Full Day Program
- ECE-3 Year Old-Full Day Program
- PRE-K-4 Year Old-Full Day Program
- Kindergarten through Fifth Grade
- After School Care



Integrated Technology, Library, Music, Physical Education, Art & French, Emphasis on Academics, Spirituality, Personal Development and Community Service. All faiths welcome!

CHARLESTON CATHOLIC HIGH SCHOOL EDUCATING THE HEARTS AND MINDS OF WEST VIRGINIA'S Youth For Over 90 Years

Applications may be downloaded from our website www.charlestoncatholic-crw.org. For more information, or to schedule a tour, call 342-8415 or

email admissions@charlestoncatholic-crw.org

Barlow Bonsall Funeral Home

Serving Sacred Heart Parish Since 1875

Wayne Johnson, Director 304-342-8135



MICHAEL J. TUPTA, D.D.S.

Dennistry That Makes You Smile

1701 Oakhurst Drive Charleston, WV 25314 (304)744-4150

www.MyDentistInCharleston.com

Literacy Volunteers of

as English as a Second

Language (ESL) to

304-989-9481 or

brperrone@aol.com

ADULTS for FREE.

Kanawha County teaches

reading and writing as well

Tutoring is one-on-one with flexible hours. To Register

1217 VIRGINIA STREET E. CHARLESTON, WV 25301 304-345-4960

APERFECTSMILE.COM kalaskeyorthodontics@gmail.com

738 Old Airport Rd. Chapmanville, WV 25508 **304-855-7092**

Larry J. Kalaskev III, D.D.S., M.S.

PICTURE YOUR AD HERE

Anthony J. Majestro

Attorneys At Law

304-346-2889

Philip M. Majestro, **DDS Family Dentist** 304-344-4003

Picture Your Ad Here



Listen to WV Catholic Radio

WLUX 1450 AM Dunbar / Charleston WNUX 89.7 FM Montgomery / Beckley WOUX 105.3 FM St. Mary / Parkersburg WSJE 91.3 FM Summersville WVUS 1190 AM Grafton/North Central WV

WLOL 8937 FM Morgantown WDWC 9030 FM Wheeling Listen to EWTN on WV's Catholic radio stations. St Paul Radio is entirely donor and listener

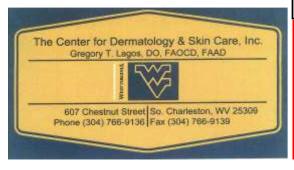
supported P. O. Box 3744 • Charleston, W. Va.

Have you considered advertising with us? It benefits you and helps needy students in our schools. Call 304-342-8175 for information.



Our business is GROWING

Contact: Cary Levenson 304-342-2255



Tom's Plumbing, Inc. Mullen

Plumbing * Heating * Cooling Tom Orcutt * Owner

304-744-3221 Call 304-768-8983 24 Hours.

Renal Consultants, PLLC

Julian Espiritu, Jr., M.D., F.A.C.P., FASN Kelly Hughart, C-NP

Board Certified Nephrologists 24 MacCorkle Ave. SW, So. Chas.

Phone: 304-720-5000

Morgan Stanley

Jack Burke Financial Advisor 500 Lee Streeet, Suite 300 Charleston, WV, 25301 +13043539028 john.t.burke@morganstanley.com

NMLS# 1295678

© 2019 Morgan Stanley Smith Barney LLC. Member SPC. 0x0 xxxxx 0x/4

Insurance & Financial

Barry Hunter

barry@hifwv.com

Charleston 304-343-5419 304-519-5959

Spencer Independent, Consultative



www.chapmandentistry.com



308 C Street South Charleston, Slee

304.744.1251



www.wvsleepsolutions.com

el vour Awesomeness

We believe in Quality of Service, not Quantity of Customers

> 24-hours a day 7 days a week Sincerely Yours

State of the Art Answering Service Locally Owned and Operated

Messages Delivered by: Operator-fax-pageremail-cell phone

304-357-7300

A Division of the West Virginia Message Center Inc.

1507 Washington Street, East



Leonoro's Spaghetti House **Since 1915**



A word of Thanks:

This bulletin is subsidized by the companies whose advertisement appears in it. If you have the opportunity, thank them in the name of the Basilica of the Co-Cathedral of the Sacred Heart by using their products or services.

> Let Our Advertisers know you saw their Ad.