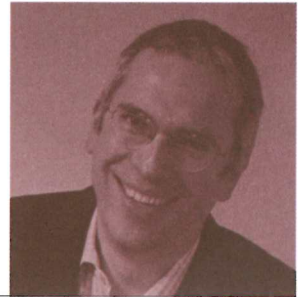


NEWS FROM BIBLE SOCIETY

TRANSMISSION IS PROVIDED FREE BY BIBLE SOCIETY. ON THIS PAGE WE UPDATE YOU ON OTHER PARTS OF OUR MISSION TO 'MAKE THE BIBLE HEARD' WITHIN OUR CULTURE.



STREETWISE BIBLE

At the invitation of churches in Greater Manchester, Bible Society initiated our third city-wide campaign during June this year. Focussed around an innovative

billboard media campaign people were invited to 'solve the riddle of life'. Over 700 churches registered to take part in a festival of events across the Greater Manchester area. Find out more at www.theriddleoflife.org.uk

I was able to see for myself the work of one group of young Christians whose passion and vision is to engage the clubbing and music scene of the artistic Northern Quarter of Manchester city centre. Campaigns like this make a real impact for the gospel and test out the thinking and theology of our Bible advocacy at street level. Thanks to our partnership with Greater Manchester churches we have been able to extend our contacts and bring time and effort to bear on how we can translate the Bible into the culture of our day.

A local liason group worked with us to produce our first full fashion show. Building on work we began a decade ago through a fashion shoot with *Vogue*, the 'Home Fashion Show' was the showcase for young designers from Los Angeles. Their label, 'Iron Army Clothing', will be carried by Selfridges in the Autumn and proved the perfect platform for retelling a classic Bible tale in cultural dress!

Taken together, this was the largest outreach campaign that Bible Society has undertaken. We are awaiting the results of our surveys to test its effectiveness. Believe it or not, according to the advertising agency we used, the people of Greater Manchester had no less than 110 million opportunities to see our campaign. Please pray with us about where we next take this critical aspect of our work and mission for the Bible.



GOING LARGE ON BIBLE SUNDAY

This year's Bible Sunday theme invites churches to feast on the Bible's big meal. And the resource pack includes a mouth-watering selection of ideas entirely free of charge. The resources include a talk outline, drama script, written prayers, children's activity, PowerPoint and more.

The official Bible Sunday date is 28 October, but churches can celebrate on any day they choose. Last year's Bible Sunday resources received huge acclaim – with nine out of ten churches saying their church had responded positively to the content.

Churches celebrating Bible Sunday are invited to make a contribution to the ongoing fight against Bible hunger to help reach the millions who still wait for even a few verses of the Bible in their own language.

You can download your free *Going Large* Bible Sunday resource pack directly from the website at www.biblesunday.org – alternatively, please email biblesunday@biblesociety.org.uk or call 01793 418222.

James Catford
Chief Executive

