

FOR IMMEDIATE RELEASE

June 22, 2007

CONTACT: Blythe Daniel

(719) 213-3427

blythedaniel@comcast.net

Less is more: International Bible Society Creates Revolutionary New Bible Without Additives

COLORADO SPRINGS, CO — In August 2007, International Bible Society (IBS) will release *The Books of The Bible*, designed to free the Bible from the baggage of centuries of reformatting. In early field-testing even long-time Bible readers reported a transformation in their reading experience. One participant wrote: “I love it. Over the past month, I feel as if the Scripture has come alive for me. I found myself understanding the Scripture in a new way, with a fresh lens, and I felt spiritually refreshed as a result.”

The Books of The Bible changes the way people interact with the Bible by stripping away features that were added long after the books were written. “It recovers the freshness and clear simplicity of the original literary forms of the Scriptures,” says Glenn Paauw, Product Development Director at IBS. The new edition differs from how most Bibles commonly appear:

- Chapter and verse numbers are removed from the text.
(A chapter and verse range is given at the bottom of each page.)
- Each book’s natural literary breaks are shown instead.
- There are no notes, cross references, or section headings in the text.
- Text is presented in one column rather than two.
- Books that have historically been divided into parts are restored.
- Books are presented in an order that gives readers more help in understanding.

Rediscover



Pollsters have noted for some time a generational decline in Bible reading among Americans.

According to the Barna Research Group, Bible reading levels are approximately 33 percent less among twenty-somethings than among older adults. And while a poll taken by the Gallup Organization shows that 37 percent of Americans overall still report they read the Bible once a week, IBS is concerned about the quality of that reading.

“We want more and better Bible engagement. The additions to the Bible that came later in its history have made it difficult to read naturally,” says Paauw. “The chapter and verse format actually leads people to read in little bits and pieces.”

Passionate about finding a way to help individuals benefit more from their Bible reading, IBS describes the new format as bringing visual beauty and a simple elegance back to the Bible. The title of *The Books of The Bible* emphasizes the result that IBS hopes for: the reading of whole books rather than just “verses.”

Why is reading whole books important? Media attention on Bible literacy points to the answer. Recent coverage on the need for increased Bible reading and knowledge has included a *Time* magazine cover story, a *Today Show* segment, and stories on *CNN*, *Fox News* and in the *LA Times*, *Washington Post* and *Dallas Morning News*, among others. These reports tell of a growing movement to include courses on the literature and history of the Bible in public schools. One Bible as literature curriculum has been adopted in over 80 school districts.

Continued on reverse side

IBS' presentation of the Bible in a more readable format addresses the problem of biblical illiteracy directly. The "no additives" approach of *The Books of The Bible* allows the Bible to speak for itself. People will find the text much easier to read.

Rev. Dr. Chris Smith, a contributing editor to *The Books of The Bible*, says, "It's easy to forget that we've had the Bible for much longer without chapters and verses than we have had it with them. Chapters and verses make the Bible look as if the authors wrote numbered sentences and then gathered them into groups. We've become used to these things in our Bibles that were not originally there—the numbers, the divided books, and the added notes."

Smith adds, "Why force people to read past all this interference to find the text itself? Just present the books as they are—the poetry, the stories, the oracles of the prophets, all of it."

IBS wanted to do something different from the typical niche or study Bible. "Those are all about adding things to the text," Paauw says. "*The Books of The Bible* is about the text itself. The original authors shaped these books in their own ways. We want readers today to see that for themselves. This is authentic and beautiful. It's a fresh way to engage the Bible."

With the launch of *The Books of The Bible*, IBS will introduce a Bible reading campaign tied to the new format. The campaign will offer options ranging from reading through all the books in one year to reading fourteen books in 60 days, the New Testament and Psalms in 48 days, or ten key books in 21 days.

The first edition of *The Books of The Bible* features *Today's New International Version*® (TNIV) of the Bible. The TNIV combines great accuracy with readability to reflect the best in contemporary biblical scholarship. Over two million TNIV Scriptures have been distributed since the version was released in 2005.

Founded in 1809, International Bible Society faithfully translates and reaches out with God's Word so that people around the world may become disciples of Jesus Christ and members of His Body. You may learn more about IBS at www.ibs.org



www.TheBooksofTheBible.info

Flexcover – Releases August 1, 2007

Available at: www.ibsdirect.com

- **6" x 9" x 1-1/2", 1824 pages, 24 lb white Bible paper**
- **17 pt flex cover, perfect bound**
- **Classic Black**
- **Sage**
- **Orange Peel**