

PRESS RELEASE



FOR IMMEDIATE RELEASE

**Hanchurch, Stoke-on-Trent, UK
5th April 2007**

God's word, every child

United Christian Broadcasters, one of the UK's leading Christian media charities, today announces a strategic partnership with Book of Hope International to bring God's word to every child across the UK and Ireland.

United Christian Broadcasters (UCB) and Book of Hope International (BOHI) have formed a strategic alliance and, with immediate effect, BOHI's UK and Republic of Ireland operation is being integrated within UCB.

By the end of 2007, BOHI's *Book of Hope* will have been placed into the hands of over 450 million school kids and students around the world, 64 million of those copies being distributed in the year 2007 alone.

Designed to take the reader through the life of Christ, the *Book of Hope* is helping children and young adults around the world understand who Christ is. Since 1987 the *Book of Hope* has been translated into over 80 languages and 280 editions, each designed to impact the reader in their own language and reading level and to address the needs specific to his or her culture.

The *Book of Hope* is about presenting the Gospel to children and youth in a way that they can understand.

PRESS RELEASE



More recently, the *Book of Hope* has been brought to life through a powerful animated version called *The GodMan*, created using cutting edge computer animation by Hollywood professionals.

“The GodMan is being used to reach hundreds of millions of children around the world who have no access to school and who would not be able to read the Book of Hope even if we were able to get it to them”,

explains David L’Herroux, Executive Director for Ministry at UCB.

“The GodMan film can reach them and it will also appeal to first world children who can read, but prefer to watch TV and DVDs.”

he continued.

UCB plans to reach the 15 million plus young people under the age of 18 here in the UK and Ireland with the *Book of Hope*. By the end of 2007 more than one million children and youth will have had received their own personal copy.

-- ENDS --

PRESS RELEASE



Notes to Editors:

About UCB

UCB is one of the largest Christian media charities in the UK and Ireland. UCB provides a range of life-changing resources to individuals, churches and other Christian organisations. These resources include radio programming, television programming, Bible-based devotionals, prayer support, media access and the provision of Christian books, CDs and DVDs.

For more information on UCB, please visit us on the web at www.ucb.co.uk or contact:

David L'Herroux – Executive Director, Ministry

Telephone: 01782 764 953 (Direct Line)
07785 537 588 (Mobile)

Fax: 01782 764 966

Email: dlherroux@ucb.co.uk