

What people are saying....

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THE WORD IN LIFE REPORT

InterVarsity Christian
Fellowship
6400 Schroeder Rd.
Madison, WI 53711

The Word In Life™ Study Bible is a joint project between InterVarsity Christian Fellowship and Thomas Nelson Publishers. The New Testament was released in 1993 and the complete Bible in 1996.

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Individual Stories

*“My daughter’s second marriage is to a wonderful man, but he does not practice his orthodox faith. He loves her, their children and his own daughter and granddaughter from his previous marriage. I would love for him to know our Lord and I think the **WIL-SB** is perfect. I am going to give it to him for Christmas. Pray for its impact.”*

(Retired business man, MA)

*“I really like my **WIL-SB**. It sets aside my normal need to have several commentaries alongside my Bible when I study a passage or a theme. I tested it out in my favorite and most used text over the last twenty years—I John. It was better than anything I have ever seen on it. Other Bible helps tend to not get to the point, or they tell me what to think and what to conclude about the text. I want to reach my own conclusions. The **WIL-SB** avoids all three of these typical shortcomings in commentaries and study Bibles. Thanks for providing it!”*

(Int’l finance executive, NH)

“We have sold more of this study Bible at our conference

center bookstall than any other—ever! It is very well received among our regulars—both very old and the young, or newcomers to faith. Good work, and thanks!”

(Christian Conference Center director, NH)

“I love using your Bible. I want to find a way to promote it in our congregation. Also, would you [Pete Hammond] consider being my mentor next year?”

(Midwestern PC-USA pastor)
[ed: Pete said yes.]

“My dad is using his copy of this Bible every day and loving it—and he is in his late seventies. It is not just for young people.”

(Junior College Education consultant in MS)

“Would you [Pete Hammond] lead a seminar on how the Bible connects with all of life at our biennial national convention next year? We need lots of help on that and your work is exceptional.”

(Founder of a Biblical movement on male-female relations, Boston)
[ed: Pete said yes]

*“Would you [Pete Hammond] do a series in chapel again? We got great feedback after you did the **WIL-SB** presentation on*

'Family Expectations' (Pg. 93-95)?"

(Coordinator of staff life at InterVarsity's National Service Center, WI)

[ed: Pete said yes]

"I am regularly using my **WIL-NT** for all my sermons and teaching. I probably ought to get the whole Bible—but I haven't gotten out of Matthew yet!"

(Presbyterian pastor in St. Louis, KY)

"This Bible is causing me problems. I can't stop spending twice my usual time in daily Bible study. Its effecting my schedule, but I can't put it down!"

(Businessman in the Northeast)

InterVarsity Buys It

Last spring, and again this fall, we (IV Marketplace and the President's Office) offered a *Word In Life Study Bible* deep discount purchase plan to all **InterVarsity** employees and board members. Over 600 copies were purchased by 212 people. Several bought multiple copies to use for gifts to family and friends. We made this offer to all employees a second time in preparation for the Christmas season this month.

InterVarsity Press has chosen to offer the **WIL SB** as one of two featured Bibles in its bookstore at the 50th anniversary Urbana convention December 27-31. The other one is their own **Quiet Time Bible**.

Higher Education Leaders Use It

One of the leading evangelical seminary presidents (Dr. Robert Cooley at Gordon-Conwell) gave gift

copies of the **WIL-SB** to every board member as soon as it was released. Then, two months later, the dean asked Pete Hammond to do three of the four sessions at their annual faculty retreat around its themes of "laity" and "work." Hopefully, that means it will become a textbook for several as they train future pastors!

The president of a Christian college (Dr. Newton Wilson of Belhaven in Jackson, MS) gave **WIL-NTs** to every board member two years ago. This month at the college board meeting, the chairman began the meetings with the reading of two articles on servant leadership in his copy. After the meetings the college provost, Dan Fredricks, invited Pete Hammond to lead his faculty retreat next summer around the **WIL-SB** as the basic text to help each college faculty member do their integration of faith and learning.

Park Street Church Uses It

The oldest leading evangelical church in all of New England, Park Street Church in downtown Boston, is using the **WIL SB** for curriculum development for its professional & business leaders' classes and small groups.

Director of Christian Education, Diana Bennett, has teamed up with lay leader Ginny Viola, to develop the helps. they are writing study questions for the groups.

(P.S.— Ginny is the incoming chair of InterVarsity's board this fall, and she received her first copy of the **WIL-NT** as a gift from IVCF president Steve Hayner. She later bought twenty Bibles to give to

friends and Park Street Church leaders.)

Copies In The Market

In the first six months of 1996 the *Word In Life Study Bible* complete Bible was listed in the Christian Booksellers "Top Ten Bestsellers" list in Bible sales during its first quarter in the stores. Thomas Nelson reports that since it premiered in February 1996 over 55,000 Bibles have been sold. Since it premiered in 1993, the New Testament sold 300,000 copies.

National Radio Interview

In mid-October **WIL-SB** creative developer Pete Hammond was interviewed on the Salem Radio Network for nationwide broadcast. This is part of a much broader campaign led by Craig Featherstone, who is the marketing director of Thomas Nelson Bible Division.

[ed. note: Pete Hammond says thanks be to God— and Thomas Nelson— for taking my idea way beyond what I ever could have perceived or delivered. Thank you Frank, Bob, Bob, Dana and president Sam Moore! Thanks for the amazing gift of Bill Hendricks to translate all our six thousand submissions into good and very readable manuscript. And thanks to the theme editor team of Dick, Neil, Ray and Sue for taking your life-long passions and making them a gift to the larger church and the seekers among us. You each were a great gift to me.]