

MEDIA RELEASE

CHRISTIAN MEDIA PUBLISHING has immense pleasure in announcing the release of the Treasure Hunt Study Bible/ Skattejag-studiebybel. CMP partnered with Biblica Inc (International Bible Society) to develop this unique Study Bible for children between the ages of six and ten years. Four years in the making the Treasure Hunt Bible is a proudly South African product developed with the International market in mind. The New Testament has been translated into Thai (250,000 copies printed), and Spanish (in process). Plans are also afoot to translate it into Mandarin and Portuguese. Other languages will follow in due course.

The concept behind the Bible is that God created each person unique. People relate and learn according to their uniqueness. The Bible forms a bridge between Bible Story Books and the full Bible text. It encourages children as they start their lifelong journey interacting with God's Word. The emphasis is on making the Bible accessible to children. The Bible is full colour, user friendly, exciting and filled with useful information in the form of activities and treasure facts. Nine loveable animal characters, depicting some of the relational/learning styles, take children on hunts throughout the Bible. The goal of the Bible is to aid Children in their relationship with Jesus Christ and God's Word.

The Skattejag-Bybel is already a top seller in the Afrikaans market with sales of 3500 units in less than 3 months.

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