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# media alert

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**FOR IMMEDIATE RELEASE**

## **YouVersion Invites Media to Participate in Nov. 30 Webcast**

**Creators of online Bible and the Bible App share milestones, new features, Advent reading plans with YouVersion community**

**WHAT:** To announce new developments and share usage milestones, YouVersion, creators of the online Bible and the No. 1 Bible App, will be holding a webcast on Nov. 30. A major portion of the event will be dedicated to answering questions about YouVersion. Reporters, bloggers and the YouVersion community can submit questions via twitter during the event.

**WHO:** **Bobby Gruenewald**  
**Pastor, Innovation Leader of LifeChurch.tv and Co-Founder of YouVersion**  
Twitter: <http://twitter.com/#!/bobbygwald>  
Facebook: <http://www.facebook.com/bobbygwald?ref=ts>

**WHEN:** Date: Nov. 30, 2011  
Time: Noon, CST (GMT -6)

**WHERE:** Online at <http://youversion.com/webcast>

**DETAILS:** YouVersion, which began exclusively as an online Bible, recently celebrated its fourth birthday. What was created by a team at LifeChurch.tv in September 2007 has grown into an incredible world-wide community. YouVersion offers 150 different versions of the Bible in 45 languages; the Bible App is literally transforming the way people read and engage with the best-selling book of all time.

In April 2008, YouVersion launched the Bible App, a free application for mobile phones and tablets, which further increased access and interaction with the Bible. As of last week, over 34 million people had installed the Bible App on their mobile device.

User stats since the creation of YouVersion in 2008 show a cultural trend that is difficult to ignore. The Bible App has been installed on one out of every 17 iPhones, iPads and Android devices sold globally. In just one Sunday recently, the YouVersion community created an average of 2.7 Bible verse

highlights per second, for a total of 233,000 highlights in one day.

The free Bible App is available on the iPad, iPhone, BlackBerry, Android, Windows Phone, WebOS, and Java phones, as well as any web-enabled mobile device. It was developed by the team at LifeChurch.tv. The Edmond, Okla.-based church has taken a very unconventional approach to ministry by developing technology and leveraging web-based tools to share the Gospel.