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FOR IMMEDIATE RELEASE

Bible League International® to Provide New App with Devotional Readings for Lenten Season

CRETE, Ill., Feb. 13, 2012 – As Christians around the world prepare for the upcoming Easter holiday, Bible League International® will launch a new app with the devotional guide “21 Days with Jesus,” available for download beginning March 1.

The devotional readings themselves will begin on March 21, timed so that the reading about Christ’s resurrection from John chapter 19 will occur on Easter Sunday. The app includes Scripture readings from the book of John, discussion questions and specific prayer needs for those around the world who may be encountering Christ for the first time through the ministry of Bible League.

The devotional guide is being provided worldwide as a mobile app for all android and Apple® devices, for access anywhere, anytime. It will include a push feature so that users may program reminder alerts for the March 21 start date and each of the daily readings afterward. Before and after the 21 days, other devotional content will be provided, likely based on Bible League’s “Verse of the Day.”

“During this time of year when we are more focused on spiritual matters, and as families and congregations participate in Lenten and Easter devotions, this is a great opportunity for us to reflect on Christ’s sufferings for us as well as the sufferings of our fellow Christians around the world,” said Bible League president and CEO Eric Fellman. “Christ came for all of us, and just as Bible League works to share the Gospel with all people, we hope that believers everywhere will join us in that by praying for those who haven’t yet heard or who face persecution for their faith.”

With the theme of “Walking with Jesus to the Cross and Beyond,” the app will provide encouragement for believers’ daily walk, as well as lead them through a time of reflection and repentance appropriate for the Lenten season, culminating with the remembrance of Christ’s death and celebration of His Resurrection on Easter Sunday.

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Thoughts for each day will focus on a different part of the world and what believers and leaders there experience. Some will have the aim of encouraging growth in the Christian journey, while others will serve as reminders to pray for those around the world enduring difficult circumstances. Scripture readings will trace Christ's steps on His journey to the Cross and the app will conclude with readings designed to inspire a more committed faith every day – not just at Easter.

Bible League International is a non-profit evangelical Christian ministry that provides Scriptures, Scripture-related materials and training so that people will be brought into relationship with Christ and the Christian Church. Since its founding in 1938, Bible League has placed millions of Bibles in the hands of people in more than 80 countries. Through its ministry, World Bible Translation Center, Bible League plans to translate Bibles and Bible study materials into 100 of the world's most commonly-spoken languages. Working with local churches and Christian organizations, the ministry desires that people everywhere have the opportunity to engage with Scriptures they can read and understand – especially in regions affected by poverty and religious persecution. More information is available online at www.alrcnewskitchen.com/bli.

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Note to Editors: For more information about Bible League International or to arrange an interview with a Bible League representative, please contact Melany Ethridge or Steve Yount at 972.267.1111, melany@alarryross.com or steve@alarryross.com.