

THE GOSPEL

THE BEST GIFT

FOR

EVERY OCCASION

Dear Friends,

Thank God for the freedom to advertise the Scriptures in Egypt! Since the first billboards were placed 10 years ago, unparalleled visibility through the media has brought about multi-fold impact. Billboards reach people otherwise unaware of Scripture products, raise public awareness and make the Bible a familiar sight to all. Promoting the Bible (the Gospel) as "The Best Gift for Every Occasion," is this year's theme for the 6 billboards on the busy



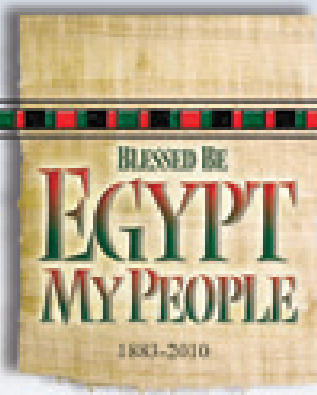
Cairo-Alexandria Highway and other major roads. Each billboard focuses on various aspects of life. Please pray that many in Egypt will indeed find the Gospel relevant to every occasion in life.

As people become familiar with the Bible Society, a clear difference in attitude is felt in our stores and outlets. People are more open and accepting, and typical questions have changed over the years. An integral part of our marketing campaign, billboards give the Bible Society a stronger presence and wider access. The hotline number and free home delivery service is advertised on the billboards, making it possible to have God's Word conveniently delivered to your door!

Ramez Atallah
General Director



Bible Society Billboards on the Highways of Egypt



THE GOSPEL... THE BEST GIFT

THE GOSPEL... THE BEST GIFT FOR SUCCESS

Andrew, Maged, and Mina are successful young men. Friends since childhood, they have just begun university. One is studying Pharmacy, another, Engineering, and the other Medicine. They have grown up in the Church, and as they were promoted through the grades, they

THE GOSPEL... THE BEST GIFT FOR FAMILY MEMBERS

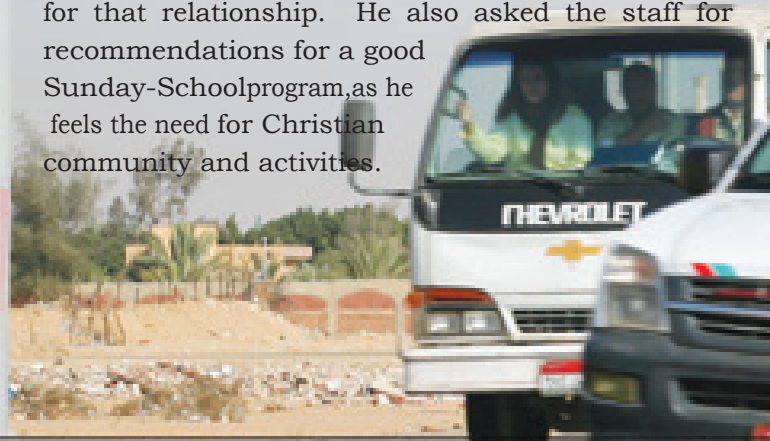
A man biking in the street just happened upon the Bible Society bookshop. With pleasure, he selected many children's products, both in Arabic and English, and especially the computer games and stories. He shared candidly that he had just moved back to Egypt after



received various Bibles and Scripture products. Upon graduating from High School, each received the New Testament Study Bible as a gift.

The three young men have also just graduated as laymen from a demanding two year course of intensive studies and exams in order to become Sunday-School teachers. Now serving as interns, teaching 1st and 2nd graders, Andrew, Maged and Mina came straight to the Bible Society for the Sunday-school curriculum materials. Selecting large quantities of 73 different items, they made a huge pile in the corner. They know these materials well, and have personally found them to be the most suitable, beneficial, and completely accurate Biblically.

many years in Eastern Europe. "I have spent a lot of money to give my children a good education in a prestigious international school, but more importantly, I need to invest in their spiritual education." Representing many parents in Egypt today, he shared of his struggle to help his nine year-old son avoid porn on the internet. "I myself am prey to these sites... it makes me sad... and mad." This father is sincere in trying to build his friendship with his children. He wants to read and play with them, and plans to use Bible Society products as a basis for that relationship. He also asked the staff for recommendations for a good Sunday-School program, as he feels the need for Christian community and activities.



GIFT FOR EVERY OCCASION

THE GOSPEL... THE BEST GIFT FOR COMFORT

As a church group from Upper Egypt traveled to a youth conference last year, a tragic bus accident occurred. Many were killed and injured very badly. One young lady awoke from a two week-long coma to find that she had lost her father and mother, her husband and their only baby, a son. As Mary grieves, she leans heavily on the strength and truth of God's Word. "Psalm 27:10 has become especially real to me," says Mary. "Though my father and mother forsake me, the LORD will receive me."

Another young lady, Eman, was in intensive care for two weeks, with visitors allowed for only one hour daily. God's Word alone helped her through this time of shock and isolation. "I read the Psalms day and night. This was the only thing to sustain me." Eman is paralyzed from the waist down, but she hopes that physical therapy will make a difference. However, Eman is grateful that her husband (who needed minor back surgery) and two small daughters are alive and well. A young couple with them lost their son. They too find comfort and hope in God's Word. "He was a gift from God, entrusted to us for a brief time. The LORD gave and the LORD has taken away; may the name of the LORD be praised."

THE GOSPEL... THE BEST GIFT FOR MARRIAGE

One of the Bible Society's most practical projects is that of Post-Literacy. Using the Bible as textbook, thousands of Egyptians are being established in their literacy skills as they learn to apply Biblical



principles in their lives. In the lesson of the healing of the ten lepers, the class discussed the issue of being grateful, and how important it is to say "thank you." A lady in the class was in a situation of domestic violence. After studying this lesson, she realized that she had never thanked her husband for providing for them. She started to thank him and he slowly began to change. Now, she happily testifies that there is no longer violence in their relationship.





THE GOSPEL... THE BEST GIFT IN TIMES OF ILLNESS

Martina is a precious 5 year-old girl who has cancer. When visited by Bible Society staff, she showed little excitement with the toys and goodies. She is in much pain.



Martina's mother already had two children. She didn't want another. She tried to cause herself to miscarry, but was unable. Now, as she watches her child suffer, she believes that God is punishing her. "I think God is doing this to break my heart, because I didn't want her from the beginning." Martina's mother is bearing a heavy load of guilt and pain. Seeking to encourage her, the visitors tell her that God is for her and not against her... that God loves her. She doesn't own a Bible, and when offered one she gratefully received it with tears in her eyes. May God's Word truly encourage this family.

Impact Egypt with The Best Gift

On the average, Bibles are sold at less than half the real cost. From Alexandria to Aswan, through an extensive network of bookshops and outlets, Bibles are made accessible at a very low price.

With a monthly gift of \$35, you can subsidize an average of 10 Bibles each month. Bibles are provided in a wide array of styles and format to meet the varied needs, such as Sign Language, Large Print, and Audio Scriptures, Children's Bibles, Study Bibles, Pocket Bibles, etc. If you would like to contribute to the Bible Work in Egypt, whether monthly or with any amount, an easy way to do that is: www.tenbibles.com

You can enable and provide for many different individuals in Egypt who are reaching out to those around them with The Gospel... the Best Gift for Every Occasion.

Note: Americans can receive tax-deductible receipt through the link below. There is a way for Canadians to receive the same if you contact us at: admin@bsoe.org

Contact us at:

P.O. Box 5277, 1 Aly Fahmy El Zanaty St, Heliopolis West, Cairo 11771, Egypt

Tel: 202-2636-1980 Fax: 202-2636-3979 E-mail: admin@bsoe.org

www.bsoe.org & www.tenbibles.com (receipts for U.S. tax deductible donations)