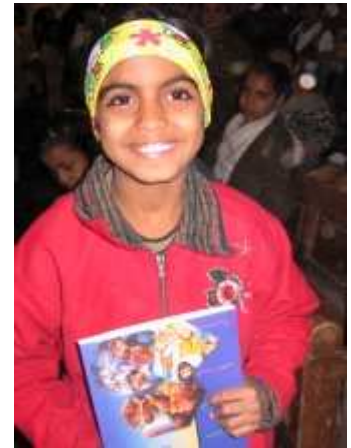


The Bible Society of Egypt Annual Report 2006

School Distribution

In 2006, the Bible Society of Egypt (BSOE) embarked on a large-scale project to provide 215,000 students with a Children's Bible of their very own! Most of these families are poor and cannot afford to buy Scriptures, let alone an expensive, quality Children's Bible. With an average household of 5-6, these Scriptures have impacted well over a million people. God's Word, made available to destitute nominal Christians across the country, has made an enormous impact in homes and lives across the nation.

This distribution project has also influenced schools and educators throughout Egypt. Teachers have welcomed the support from the Bible Society and the provision of a Bible written in a clear, simple style. As a result of the distribution, supervisors have started to arrange support meetings and training for the religion teachers. Another exciting development was gaining permission to place these Bibles and other Scripture resources in many school libraries, most of which did not contain any Christian literature at all.



Study Bible

In October 2006, a 7 year project to provide the **first ever Arabic Van Dyke Study Bible** (New Testament) culminated with the first printing of 10,000 copies sold out within 2 weeks! The 140-year-old Van Dyke translation is the most read and trusted translation in Egypt and the Arab world, by far, and considered the "authorized version" of Arabic-speaking churches. The language used in the Van Dyke however, remains the same, difficult 140-year-old Arabic, which is in great contrast to the contemporary Arabic used today. Because the thought of a new translation is yet unwelcome, the BSOE has made a final effort to provide a study Bible with all the background information and helps possible, simplifying the meanings of difficult words, provided notes for over 70% of the text, in order to make the text more understandable.



All churches are purchasing this Study Bible in extraordinary large quantities, as they recognize the special value that this book holds for ministers and lay people alike. Non-churched people are asking for the Bible as well, thankful to have an understandable edition made available. Work continues, with the goal of releasing the Old Testament Study Bible in 7 years time.

Kingo

Kingo videos, festivals and advertising continue to make a great impact in Egypt. It is essential that the public be made aware of quality BSOE resources that will aid them in parenting. By advertising attractive children's videos that provide excellent and fun training in values, the Kingo series has



provided exposure to God's Word, and opened the door for non-churched people to access other creative Scripture products.

These successful videos link Bible stories to Christian values, most of which are recognized and appreciated by the general population, such as perseverance, self control, friendship, respect, goodness, dependability, etc. The series covers 24 different values and these are promoted along with the videos in our advertising.

In 2006, 65 Kingo festivals were held, with 80,000 children in attendance, each one of them receiving a complimentary cassette of songs by Kingo and company!

A highlight this year was the **2 Kingo events held for the Disabled**. There was some uncertainty as to how these children would respond. However, Kingo was again a grand sensation, and the children were very involved with the program. One event was for children with Mental Disabilities. The other festival held in Cairo for the Deaf and Dumb, was an extraordinary treat, due to the wooden floor in the hall used. As a very strong sound system boomed out the music, the beats were carried well by the wooden flooring, and felt by the children, enhancing the whole experience for them!

In Luxor, 13 events were held back-to-back! Each day, a vast empty space would be located, 2000-3500 chairs would be rented and set up, and a huge stage would be built. Building the stage would take 8 hours, and each day it would be taken down and built again in another area!

There has only been warmth and encouragement from all the various denominations of Egypt. The strong message heard continuously from the churches is that **the BSOE has a unique role to play in unifying the Christians of Egypt**. Working with children of all denominations helps them to relate and realize the common ground they share. Across the board, churches and families alike, there is an unreserved trust placed in the BSOE, a confidence in the Society's reputation for quality, Biblical resources.

Heliopolis Bookstore Dedication

On Monday, January 30, 2006, Pope Shenouda, the Patriarch of the Coptic Orthodox Church, (and as such the most influential Christian leader in the Middle East) along with leaders of the Protestant and Catholic Churches dedicated our Bible House and new Bookstore in Heliopolis. The evening was a gala affair with key Government officials, a sheikh representing the Muslim Community and an unusually impressive mix of key Christian businessmen in the country. The event surpassed our most optimistic expectation and will go down in history as a BSOE milestone!



Opening of Beni Suef Bookshop

In November 2006, the Beni Suef bookshop was officially opened! We want to say "Thank You" for giving generously and praying for this project. There are no other public Christian Bookshops "on the streets" in the whole state of Beni Suef.

The evening was a wonderful success, and we look forward to a blessed future in Beni Suef. As one leader stated at the opening ceremonies, ***"Opening a Bible Society Bookshop is like opening a church. In fact, there are many situations where the bookshop is able to do more than the church can***

Products



Among our new products in 2006 was fourth and fifth in the "**Kingo**" children's series and the epic movie on **Joseph** in our "Heroes of the Faith" series, which portrays a character common to Judaism, Islam and Christianity, embracing a remarkable message of forgiveness. Both videos have sold phenomenally.

Some other new products include a Bible Study titled Integrity, the Jesus Film for Deaf, a Tract entitled "Lies within the Da Vinci Code," and the second edition of the Bible on CD. Several other products were put on CD and VCD.

Advertising

The Bible Society of Egypt continues to provide that which the church is unable to, by raising public awareness and making the Bible a familiar sight and product through advertising. The only way to reach the general public with news of our products is through the media. Without these ads, many people would never hear about our products. Just one ad on national TV or in a newspaper attracts hundreds of people to our bookshops. Our free home delivery service also depends on constant advertising of the home delivery phone number.

In 2006, Scripture products were marketed by way of billboards, local TV ads, newspaper and magazine ads, and televised commercials placed in the underground metro system. This year we also placed an advertisement on a popular satellite channel for the first time.



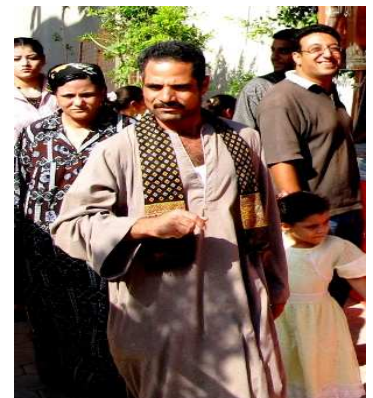
Temporary Outlets

The presence of a Bible Outlet, on busy streets of inexpensive summer vacation areas, has proved to be one of our most successful methods of evangelistic outreach, providing an excellent opportunity to reach both locals and vacationers with the Word of God. Each year, tens of thousands of people come through these popular summer spots. Most of the people who frequent these streets are totally un-churched and have never come across a Christian bookshop in their lives.

During the summer of 2006, we were able to again place an outlet in Ras el-Bar, a crowded vacation area, and another outlet on the busy Cairo-Alexandria highway rest stop. In January, the BSOE was represented at the International Bookfairs in Cairo and Alexandria as usual.

Coptic Festivals

In Egypt, there are Christian festivals held every year at various Holy Sites of the Coptic Church, in honor of a variety of saints. Festivals last from 5 days to 2 weeks. The attendance at these occasions varies from two million (for the most important festival) to 50 thousand visitors. Poor and illiterate people particularly attend, so as to be blessed by the particular Saint involved.



The vast majority of these people are unable to read the Bible or understand the classical Arabic used in Church. Most have no Biblical knowledge. At these festivals, suitable Scripture products in the colloquial dialect are provided at a subsidized price making it possible for many poor and illiterate people to access the Bible in an understandable and attractive format.

In 2006, BSOE representatives attended 32 of these festivals, setting up booths alongside the others. Only subsidized products are sold (such as the colloquial cassettes, the Jesus Film). Items are sold at extremely low prices so that people can afford to buy them.

Literacy Program:

In addition to providing Scripture, the BSE has developed a successful post-literacy program, with the Bible forming the curriculum basis. In 2006, 3000 learners completed the 3rd and final level and were awarded a large print New Testament during the celebrations to encourage them. Many people testify how their lives were radically transformed when they began to read and understand God's Word.

During 2006, a fourth level for the curriculum was prepared and tested, covering 10 lessons from the Old Testament. This new level will be added in 2007. Another development during 2006 was a project in partnership with SIL, producing a new simplified translation of the book of Ruth, which will be added as additional reading material to level 4.



Satellite TV Programs

The onset of satellite television has taken the Middle East by storm. Each day thousands of new subscribers gain access to the large array of channels aimed at Arabic speaking viewers. Among these channels are several Christian channels, the most reputable and respected among them being SAT-7 with which we have cooperated for many years. In 2006 we began the production of 3 different programs to be broadcast on Sat-7 satellite channel as an effective means by which we can encourage an estimated 7 million viewers to engage with the Scriptures.

"**Visit to the Past**" focuses on Prophets that are in common between Christians and Muslims, such as Abraham, Moses, and Joseph. Discussions communicate Christian concepts, bringing out practical truths and lessons for everyday life. 26 one-hour programs have been produced and are now being aired on Sat 7. Four programs each have been made on the lives on Abraham, Moses, Joseph, David and Jacob, while six programs have been made on the life of Jesus, using the Jesus Film.

Two other programs were also prepared with the filming to be finished in 2007. "Depth in Simplicity," will introduce 10 books of the Bible, while the third series is a family Drama, built around a specific value from the popular "Kingo" series

Bible World

Bible World is a far reaching project in need of much prayer support. Bible World is designed to address the situation of Christian Egyptians, as a minority in this society, facing a constant barrage of criticism of the Bible from their context. Due to open in 2007, this contemporary and creative Bible Experience for school-aged children will build

understanding and confidence in the historicity and reliability of the Biblical text. We are seeking a paradigm shift in a whole generation's way of thinking as to Bible Translation.

In 2006, the development of the creative side of Bible World was pretty much completed. The tour script, narration, and sound and light effects are all finalized and placed into construction plan. The 7 songs to be used in the tour have been composed and recorded, and the scripting for 2 films has been completed. Various engineers have been contracted to design lighting, games, electronic control, etc. Construction and filming is underway.



Pray With Us:

1. The Bible Society of Egypt is in desperate need of a **Central Warehouse**. With 12 bookshops and numerous outlets throughout Egypt, and more than 2000 active current accounts, our two central warehouses together are not enough to handle the large influx of Scriptures which come seasonally for occasions like the Cairo International Bookfair and the summer sales. A central warehouse would minimize the need for high stock levels in the branch warehouses, greatly reduce the turn around product delivery time, and significantly decrease expenses.
2. Pray for the completion of final construction and filming for **Bible World**.
3. Gearing up for our 125th anniversary in 2008, the BSOE will soon be launching a huge **2 year campaign, the Adopt-a-Bookshop program**. Our goal is to raise ongoing pledges of support for our bookshops. Much planning and various materials must be produced - pray as we develop this idea to secure the future of these bookshops.