

2004 Jesus film campaign

Shortly after “The Passion of the Christ” movie was released in Egypt, the Bible Society of Egypt began an advertising campaign, (working in partnership with the Jesus film project). The film and a free New Testament were packaged together and advertised widely at a subsidized price of less than \$1 US. After distributing 1.5 million copies of the *Jesus Film* in the past 12 years, we were not prepared for the incredible response!

BSE staff was overwhelmed with the calls requesting information concerning this video! On the first day, after TV ads and a front-page newspaper ad had been placed, there were over 200 calls, and within 2 weeks, there were over 500 home deliveries made, and over 2,200 pkgs. sold from the bookshops in Cairo alone. Over 80% of the deliveries were to people with no church background, many of whom have expressed thanks to the BSE for supplying further information on the life of Christ. Most had seen “The Passion” movie, and were curious to know the rest of the story.

Through the home delivery service and our bookshops, we have been able to make contact with people from all walks of life, from the common and the needy, to high-ranking ministers and embassy staff, all who want the *Jesus Film*.

Numerous home deliveries were made to the remote areas of Cairo, some taking 1 and 1/2 to 2 hours to reach! ONE such trip included a ride on the subway, a ride in a microbus, another ride in another microbus, followed by a 20-minute walk down a very long street with a confusing numbering system! Many cell-phone calls were needed along the way! This is the price paid for “free” home delivery!!!

One lady came to the bookshop six times over the course of 2 days, each time she met or remembered a friend or family member to whom she wanted to present the film and NT. Several such customers described the Bible as illuminating, and conveyed appreciation to the BSE for providing the Scriptures.

One man came, wanting to know more about the Bible. Yet he was hesitant to enter such a bookshop. As he stood outside, the salesman brought him a Bible to look at. After some time, he asked for another, and then another, as he compared the texts and layouts. In the end, after much deliberation, and without entering the shop, he purchased a Bible and went on his way!

Over 20,420 of these packages were distributed in 2004. During the bookfair season 2005 (January and February), an additional 1,303 films were sold. In 2003, a total of 14,459 Jesus Films were distributed.