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Christians celebrate chocolate at Easter!

That's what the children surveyed by the University of Exeter reported, but Easter is about much more than chocolate. The producers of Friends and Heroes, a Children's Bible Story DVD series want to challenge people of all ages to consider the question: *Why does Easter matter?* So they have created an award-winning study course based around their DVDs.

Why does Easter matter? is an all-age DVD Lent resource to explain the real meaning of Easter. Whereas most Lent studies are aimed solely at adults, *Why does Easter matter?* is unique in being ideal for children aged from 6-10 and their families to use together, as well as also being suitable for the more usual adult church groups during Lent and Easter.

Why does Easter matter? won the 2011 Silver award for best DVD Training resource at the Christian Broadcasting Council's Media Awards.

"The Easter Story is a vivid, life-changing demonstration of how much God loves human beings and what he was ready to sacrifice so that they may come back to him," said David Dorricott, Executive Producer. *"Every one of us, including families with children, need to hear that message and Friends and Heroes introduces the Easter story in a fresh, new and exciting way – through animated adventure stories which tell the events of Easter week directly from the Bible."*

The Family-Friendly Lent Course!

This five session Lent course was created with everyone in mind, but in particular it was created for 'groups' of people who are meeting together to meditate in some way on the Easter story. With the main session content written by Revd. Stephen Gaukroger, former President of the Baptist Union and Theological Advisor to Friends and Heroes, this is an exceptional and unique resource.

The five sessions include an in-depth look at these Bible stories:

- Session 1: Jesus rides into Jerusalem
- Session 2: Jesus and the Widow's Offering
- Session 3: The Last Supper and Jesus' Arrest
- Session 4: Jesus carries his cross and The Crucifixion
- Session 5: Jesus seen on the road (to Emmaus)

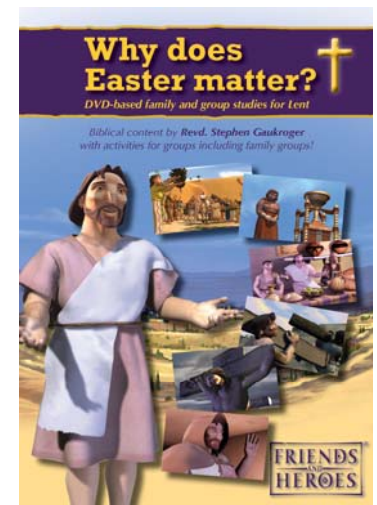
Plus each session also features: Prayer time; Biblical background; showing a Friends and Heroes episode; Bible reading; Question time and a selection of All-age optional extras: games; puzzles and quizzes. For each session, simply print out as many of the resource pages as you need for your group!

The *Why does Easter matter?* pack comprises: two Friends and Heroes DVDs containing Episodes 35-39; the group/family study material provided on a special CD-ROM and a Public Display Licence – which covers those groups studying the course in public buildings. The CD-ROM also includes a specially-written song, *Remember Me*, sung by Samuel Cox! With a recommended retail price of just £40, this pack is exceptional value for both families and Lent study groups.

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