



PRESS RELEASE - February 2014

New initiative launched to encourage children to read the Bible

An exciting new competition aims to encourage children to read the Bible, providing a timely response to a recent shock survey highlighting widespread ignorance among children and parents about the contents of the Bible.

Award-winning animated video producer, Friends and Heroes, is asking children to record themselves reading one or more of a selection of passages from the Bible, either on their own or in groups, and to creatively bring the passages to life by adding appropriate sound effects. The best versions of each story will be featured on the Friends and Heroes children's website www.friendsandheroes.tv and will receive a special prize.

Both the BBC and leading national newspapers have reported on a recent poll, conducted by the Bible Society, which reveals more than a third of young people are unaware that stories such David and Goliath, The Good Samaritan, or the story of Jesus come from the Bible. Surprisingly 60% had never even heard of Jonah and the Whale and many thought the recent film "The Hunger Games" was actually a story from the Bible, emphasising the real ignorance about what the Bible contains.

On Radio 2's Jeremy Vine show Rachel Rounds from the Bible Society said that despite these figures, 80% of parents still wanted their children to know Bible stories.

"The Bible was originally written to be read aloud." said Brett Pitchfork, Friends and Heroes Marketing Director, "We'd love to hear and share the timeless stories of Moses, Elijah and Jesus, being read by children in a way that tells us they love each story and want to bring it alive for other children."

The competition is open to all ages, and from all settings - churches schools, families, or just children on their own. more information can be found at www.friendsandheroes.com/uk/record-a-story.

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