



**NEWS RELEASE:
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A Revival is Coming: Will you be ready?

Santa Ana, Calif., — January 26, 2004—It is always darkest before the dawn. For the CBA industry, 2003 was very dark, but dawn is coming in the way of a revival sparked by “The Passion of the Christ.”

Since January 5, more than 15,000 pastors have participated in three Pastor Premieres. They came from around the nation to Rick Warren’s Saddleback Church in southern California, Bill Hybels’ Willow Creek Church in Chicago, IL and Clark Whitten’s Calvary Assembly Church in Orlando, FL to see a screening of the “The Passion of the Christ”. Mel Gibson and Lee Strobel were there to encourage the pastors and discuss how to use the movie and supporting Passion products as evangelistic tools.

Churches of all sizes and denominations have enthusiastically responded. Pastors are planning outreach programs to invite people to screenings sponsored by their church. Saddleback Church has booked screens at five Southern California theaters on February 23 and 24 and is encouraging members to bring their seeking friends. Many pastors, including Warren, are developing a series of “Passion” focused sermons to answer the many questions people will have after seeing the film. Others are putting together street witnessing teams to evangelize in their communities.

After attending the Saddleback Premiere and seeing the impact this film had on the pastors, Bob Siemon went on the road to each of the six ECPA tradeshow. He began talking to people and showing a DVD featuring the movie trailer as well as interviews with Mel Gibson, Jim Caviezel (Jesus) and Lee Strobel. The DVD was shown at each Industry Dialogue Breakfast and included a time of discussion regarding how this film will affect Christian retail and all of Christianity. “We shared what churches are doing and how this is starting a revival in America,” said Bob Siemon. “We left each breakfast so excited about reaching the world through this unique outreach opportunity and the impact it will have on Christian retailing.”

The “Jesus Revolution” of the late 1960’s and early 70’s had a significant affect on Christian retail. Individuals came in to stores seeking Bibles, books and more. A similar revival is developing. Christian retailers will have numerous opportunities to talk with new Christians and help them understand The Passion of Christ. “As an industry, we need to be prepared for what this revival will bring”, said Matt Dickerson, Territory Manager for Bob Siemon Designs. “At ECPA Arlington, Jerry and Gay Turner (owners of Ark Christian Bookstore in Corsicana, TX), Bob Siemon and I prayed that God would bring a revival to our country and around the world and use this movie in a mighty way.

Signs of a revival are already starting to reveal themselves. “Just in the last week several churches have contacted Christian retailers to purchase thousands of our witnessing cards and lapel pins”, said Dwight Robinson, Marketing Manager for Bob Siemon Designs. “This is not about product, this is about the Great Commission and spreading the gospel.”

A revival is coming! Will you be ready? Pray, ask God how he will use you and your store to share “The Passion of the Christ” with your community and your churches.

To obtain more information about witnessing tools related to “The Passion of the Christ” visit www.ShareThePassionOfTheChrist.com.

“The Passion of the Christ” will be jointly distributed by Mel Gibson’s Icon Productions and Newmarket Films. It is set to release on 2000+ screens throughout the United States on Ash Wednesday, February 25, 2004, and is one of the most anticipated movies of the spring.

Bob Siemon Designs is an officially licensed manufacturer and distributor of jewelry and gifts products related to “The Passion of Christ”. As the leading designer, manufacturer and distributor of inspirational jewelry and gift products Bob Siemon Designs has been producing high quality designs from its factory and corporate headquarters since 1970. The company is most notably known for its sterling silver “Jesus Saves” ring, WWJD? products and Guardian Angel lapel pins. Today, Bob Siemon Designs serves thousands of retail customers worldwide. For more information, to obtain photography, or to schedule an interview with Bob Siemon, please contact Dwight Robinson at 1.800.854.8358 or via e mail at [drobinson@bobsiemon.com](mailto:d Robinson@bobsiemon.com) .

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