

June 4, 2007

Judson Press and Abingdon Press Announce New Sales Partnership

Valley Forge, PA—Judson Press, a ministry of National Ministries, American Baptist Churches USA, has announced that Abingdon Press sales representatives began presenting Judson Press products to the Christian Bookseller's Association (CBA) market, as of June 1, 2007.

Abingdon Press, in Nashville, TN, is the publishing arm of the United Methodist Church. The sales representatives will present Judson Press products to booksellers during many in-store visits and to customers during select conventions.

“Abingdon Press is very excited about representing Judson Press,” said Tammy Gaines, Vice President of Abingdon Press. “The African American resources offered by Judson Press and Abingdon Press will allow our sales representatives to present one of the strongest lines of African American resources available in the marketplace. Judson Press’ array of resources to support congregations and ministry leadership also complements the strong line of Abingdon resources in these same areas.”

Judson Press will continue to operate its own phone, fax and mail-order customer service center in Valley Forge, PA (800-ABC-3USA) and online bookstore (www.judsonpress.com), as well as exhibiting at Baptist and other special events.

“We are pleased by this new partnership,” said Kim Shimer, Marketing Director for Judson Press. “It leverages the strengths of both organizations.”

Founded in 1824, Judson Press publishes Christ-centered leadership resources for the transformation of persons, congregations, communities and cultures.