

Historic Press Announces Launch of “Friends of Judson” Campaign

VALLEY FORGE, PA (2/27/09)—In 2009, Judson Press celebrates its 185th year of Christian publishing. Currently a ministry of National Ministries, American Baptist Churches USA (ABCUSA), Judson Press was founded as the Baptist General Tract Society in 1824 and later renamed the American Baptist Publication Society. The Judson Press trademark was born in 1922 in honor of Adoniram Judson—to preserve both denominational and missionary spirit.

The centerpiece of Judson’s year-long anniversary celebration is its “Friends of Judson” campaign that seeks to raise \$185,000 for an ongoing program that will provide the gift of a Baptist personal resource library to graduating American Baptist seminarians. “As our ministry partners support ‘Friends of Judson’ with spirits of Christian generosity, Judson Press can enhance its efforts to provide Christ-centered resources for leaders working to transform our churches and communities,” explains Laura Alden, publisher.

Marketing Director Kim Shimer adds, “We hope that by offering four different levels of support—\$18.00, \$85.00, \$185.00 and \$1,850.00—most folks will be able to participate.” Each level of donation comes with thank you gifts and recognition:

- Contribute \$18 and receive a “Friends of Judson” pen as well as a “Friend” listing on the Judson Press website.
- Contribute \$85 and receive the pen and listing, plus a one-year subscription to *The Secret Place*, Judson’s daily devotional publication
- Contribute \$185 and receive a two-year subscription to *The Secret Place*, along with its accompanying journal, and 10% off all online orders for a year in addition to a pen and website listing.
- Contribute \$1,850 and receive all of the above—plus a free copy of each of Judson’s 2009 releases.

In coming weeks, American Baptist churches and organizations, loyal customers, Judson Press authors and other committed partners will receive invitations to join the “Friends of Judson” program. Online donations can be made at FriendsofJudson.org.

In addition to launching “Friends of Judson,” Judson Press is celebrating this 185th anniversary with a \$185 book collection of Baptist essentials (valued at \$225) and a reception at ABCUSA’s June 2009 Biennial in Pasadena where Judson Press authors and guests will celebrate with a group book signing. A new “Did You Know” feature in the Judson Press monthly e-newsletter will share little-known facts from the publisher’s long and distinguished ministry,

For more information about the “Friends of Judson” program, Judson Press’ history, or its vision for the future, contact Publisher Laura Alden, Editor Rebecca Irwin-Diehl or Marketing Director Kim Shimer at 800-458-3766. Judson Press titles are available online at www.judsonpress.com or by calling 800-458-3766.