



FOR IMMEDIATE RELEASE
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PRESS RELEASE

New Global Brand for 104-Year Old Ministry

After over 100 years of sharing God's Word in Canada and around the world, The Gideons International In Canada is excited to announce the launch of **ShareWord Global**.

ShareWord Global's inspiring vision is to be a major force of global evangelism, sharing the gospel with people using free copies of God's Word, and partnering with the local church. By building on a legacy that began in Canada in 1911, ShareWord Global serves as the ministry's international arm, extending the ministry's passion to reach the lost all over the world.

The non-denominational ministry will continue to work closely with global churches and complementary ministries to carry out its mission in strategic ways. By equipping Christians around the world with evangelism tools and copies of God's Word, believers will feel more empowered to share the gospel in their own communities.

The evangelism Scriptures offered by ShareWord Global are designed to connect people to the Bible in a contextual way. Whether it's a Gospel of John, Scripture magazine, New Testament, full Bible, audio Bible or a digital copy for mobile devices—they all resonate with readers in their part of the world and in their heart language. And they all strive to direct people's eyes to the face of Jesus.

This global launch follows other meaningful updates to the Canadian ministry in recent years. Thanks to a membership that mirrors the diversity found in today's evangelical community, Christian men and women of all ages and vocations are being equipped with God's Word to share the gospel in their communities and build up the local church.

ShareWord Global will be extending this Bible-centric evangelism model around the world in partnership with churches and like-minded ministries. Christians in all corners of the world will be able to join a global community of believers devoted to sharing the life-changing gospel of Christ that's written in God's Word.

THE MISSION of *The Gideons International In Canada and ShareWord Global*
is to communicate the gospel of Jesus Christ, through personal evangelism and Scripture
distribution, in Canada and worldwide, so that people may receive eternal life.
