

The Upper Room Present at the World Cup of Soccer

NASHVILLE, Tenn., -- For the 19th time, billions of people throughout the world will gather around televisions, computers, radios, and stadiums to watch football. That is, "soccer," to many North Americans. The FIFA World Cup brings together 32 teams June 11 through July 11, 2010, in South Africa, each of which is seeking sport immortality in their respective homelands.

And the General Board of Discipleship (GBOD) will be there, too. Through one of its divisions, Upper Room Ministries, thousands of copies of its Upper Room daily devotional guide will be given away to soccer fans throughout South Africa.

"This is a celebration of the universal body of Christ at play," said Roland Rink, Managing Director of Africa Upper Room Ministries since 2000. The magazine, printed in dozens of languages around the world and read by more than 2.5 million people every day, is a great match for the World Cup, Rink said, because the Upper Room is a global publication. He also views the World Cup soccer attendees as the perfect audience to get the Upper Room in the hands of a younger audience.

This is the first time GBOD has attempted such a project, and it will help celebrate the 75th anniversary of Upper Room Ministries, a division of GBOD, according to Sarah Wilke, publisher of The Upper Room.

