



ASI Ministries Adventist- Laymen's Services and Industries

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Words of Wisdom

"Let your light so shine before men, that they may see your good works and glorify your Father in heaven."

-- Matt 5:16

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Homeward Publishing Aggressively Pursues a Great Evangelistic Opportunity

In November, 2003, Rick Shorter was impressed to do something about the soon-to-be-released movie, *Passion of the Christ*. His first attempt was to somehow present Mel Gibson, the director of the movie, with the complete book, *The Desire of the Ages*. He tried to reach him through his representatives in New York, California and Australia, but was unable to obtain a positive response. So Homeward Publishing took a different approach, inspired and influenced by the evangelical world, to take advantage of the potentially tremendous evangelistic outreach that this movie afforded. As a result, instead of one man receiving *The Desire of the Ages*, hundreds of thousands will now have the opportunity to read the last fourteen chapters of the beautiful book. It was a golden opportunity to reach those whose lives would be touched by the movie.

So in February, 2004, in co-operation with the Review & Herald, Pacific Press, and SafeTV, and with the support of the General Conference, North American Division, and various Unions and Conferences, Homeward Publishing embarked on a project called "Passion of the Ages."

In North America, England and France, Seventh-day Adventist members are taking advantage of the after-glow of this movie by placing *Passion of the Ages* into the hands of family members, neighbors, friends and the masses. To date nearly 200,000 books have been made available to the public exiting theaters, in shopping malls, homes, business offices, bus and train stations, airports, other modes of transportation and book stores. Members are finding unique ways of sharing this book -- one town in Wyoming is doing zip code mailings -- another church in Tennessee has rented two bill boards on Interstate 40 with an 800 number, offering a free "Passion of the Ages." Shirley Burton reports her Sabbath School class using the book with the Sabbath School Lesson on the book of John, noting it was timed perfectly.

Homeward Publishing agrees with the many testimonies received from leadership and laity alike stating that they have never seen such excitement and enthusiasm in our members in North America. Members are reporting how eager people are to receive this book. They are asking for it, grabbing for it and snatching it out of their hands while asking for extra copies for friends or family members. As soon as the books are gone, many are reordering. As Marium Moore from the Manhattan church stated, "We are having too much fun!" Some churches are ordering 10,000 books at a time. The Review & Herald states that "Passion of the Ages" is one of the fastest-moving books ever to leave the shipping department. The second printing, released March 29, 2004, was largely back-ordered. Review & Herald can print 5,000 books in one hour, but they can't print *Passion of the Ages* fast enough. Mark Thomas, Review & Herald Vice President, says it's a "problem," but a "good problem!"

Several ministries and resources are represented in the book:

-Mark Finley (It Is Written Telecast and World Evangelist for the General Conference) has contributed a beautiful preface explaining the second death Christ died for us.

-Voice of Prophecy Bible Study Guides are offered in the back of the book.

-Amazing Facts Bible Studies are offered.

-The Quiet Hour offers free of charge "Our Wonderful Jesus," a small booklet by J. L. Tucker.

-SafeTV offers its twenty-four hour on-line Prayer Line.

-ASI books, "The Happiness Series" by Ellen G. White including "The Great Controversy," "Christ Object Lessons," "Ministry of Healing," "Bible Readings," etc. are offered.

SafeTV CEO Carlos Pardeiro and Lonnie Melashenko have recorded a very effective TV spot, now airing on SafeTV worldwide, making it convenient for viewers to request *Passion of the Ages* from their home. The response has been overwhelming!

Ways are being explored to use "Passion of the Ages" in the Sow 1 Billion outreach by placing a card in the books. Some have already tried it with great success. People seem always to accept the book, so this offer is an even stronger possibility for Sow 1 Billion cards to actually enter the homes of the thousands.

Homeward Publishing sees this landmark event as a springboard for end-time evangelism. The minds of millions are now fertile soil for Seventh-day Adventists to plant the seeds of truth. Many are saying; "We never saw Seventh-day Adventists so on fire for evangelism!" Let's continue this evangelistic thrust. Homeward Publishing invites ASI members to participate by sponsoring pallets of "Passion of the Ages" earmarked for the major cities of the world where our members are eager to reach out to those who are searching. You may contact Homeward Publishing at 800-823-0481;