

TO UPLIFT CHRIST AND MAKE HIM KNOWN



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Pacific Press® Launches New Magazine for Adventists 50+

Nampa, Idaho (May 7, 2007) — Pacific Press Publishing in Nampa, Idaho is launching a new magazine called *Renewed & Ready for Adventists 50 years and older*. It will be a 64-page monthly magazine designed to celebrate the best of mature Adventist living. Topics will include spiritual life, service, health, relationships, travel, finances, encouraging stories, humor, and more. The magazine will also highlight prominent Adventists and share their inspiring stories. *Renewed & Ready* is the first print magazine to be launched by the church in over a decade.

“With the over 50 demographic making up a significant portion of our church membership, we felt it was time we launched a magazine that directly addressed their concerns and needs—that would help them with the particular issues they face, such as planning for retirement or raising grandchildren. We also wanted to launch a magazine celebrating the Adventist lifestyle. We feel *Renewed & Ready* is just the resource our church needs to support mature Adventists in living their life to the fullest,” says Dale Galusha, president of Pacific Press®.

Recently, Dr. Ron Lawson, professor of sociology at the City University of New York, conducted a study that showed the median age of Adventists in North America is 58. Dr. Lawson has published a number of articles in academic journals about the sociology and demographics of the Adventist Church.

The premiere issue of *Renewed & Ready* will be launched in June and will be available throughout the summer at your local Adventist Book Center®. Representatives of Pacific Press® and the Adventist Book Center® will also be handing out complimentary copies of the premiere issue at campmeetings around the North American Division. The first official issue of *Renewed & Ready* will be mailed in September. To subscribe to *Renewed & Ready*, call (800) 765-6955 or go online to www.AdventistBookCenter.com. There is a special introductory offer to subscribe to the magazine of \$14.99 a year.

To learn more about the magazine, go online to www.RenewedandReady.com. To receive a complimentary copy of the premiere issue of *Renewed & Ready*, email Nicole Batten at Pacific Press®.

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