



PRESS RELEASE

CONTACT:

Alicia Adams | Director of Marketing | Alicia.Adams@PacificPress.com
Office: 208-465-2550 | Cell: 805-573-0848

Guide, Primary Treasure, and Our Little Friend Return to Subscription Only

Nampa, Idaho — Because most churches have returned to in-person services, Pacific Press has ended the free online versions of the children’s Sabbath School magazines *Guide*, *Primary Treasure*, and *Our Little Friend*. The subscription-based magazines have been available to download for free in PDF format for a full year because of COVID-19 restrictions on gatherings. Beginning with the April 2021 issues, the magazines will once again be available exclusively to subscribers.

“When the pandemic first started shutting things down, my biggest concern was ‘How are kids going to keep getting their *Guide* magazines?’ ” says *Guide* editor Lori Fitcher. “I was so happy that Pacific Press agreed to put the magazines online for free until churches opened up again. At the time we thought it would be for just a few weeks, but now it has been almost exactly a year! It does my heart good to know that even while churches and Sabbath Schools have been closed down, kids have been able to continue reading *Guide*. Now that things are beginning to open up again (and I am so glad that they are!), it is time to revert to our normal practice of kids receiving their magazines in their Sabbath School classes.”

Primarily for readers ages 10–14, *Guide* delivers character-building stories, puzzles, and columns on media, sports, creation, church history, and Sabbath School lesson bonus features. In addition,

GuideMagazine.org offers games, videos, blogs by the *Guide* editors, content from columnists such as Rich “the Mud Guy” Aguilera, Bible studies, and discussion forums.

“I was excited to see *Guide* online,” says *Guide* managing editor Laura Sámano. “I sure hope that churches will take the opportunity to show juniors and earliteens that they are important enough to get a weekly gift from their church.”

PrimaryTreasure.com features content from *Primary Treasure*, the weekly periodical for readers ages 6–9, and from *Our Little Friend*, the Adventist magazine for children birth to 5 years old. *Primary Treasure* is a 16-page weekly magazine that gives special emphasis to developing children’s relationship with Jesus through Bible and character-building stories, fun facts, pictures, and games with up-to-date Bible lessons. *Our Little Friend* includes awesome illustrations, engaging stories, memory verses, and coloring pictures.

Nearly 40 percent of adults who end up leaving the Christian church had their first doubts in middle school. *Guide*, *Primary Treasure*, and *Our Little Friend* magazines are important for Adventist kids, because they help to establish a solid foundation of faith for the teen years. These weekly publications are filled with inspiring content that helps young hearts and minds develop deep connections with Jesus and with the Church body while they’re open and receptive.

Many churches order the magazines in bulk for their members. Individuals may also subscribe to receive the magazines at home via AdventistBookCenter.com. If your church doesn’t offer the magazine, talk to your church’s Sabbath School secretary about placing a standing order.

###