

July 2010

Living Water

One of Pepsi's previous advertising slogans was, "Come Alive with Pepsi." It was a success in America. But it did not translate well elsewhere around the world.

Pepsi placed an ad in the Taiwanese version of Readers Digest. The art work was fine, but the "Come Alive" theme needed translation into the Chinese characters. Just before publication an alert Chinese editor caught a mistake. The Chinese version read, "Pepsi brings your ancestors back from the dead."

The same theme did not fare well in Germany either. The ad ran for several weeks and read, in German, "Come alive out of the grave."

To one Samaritan woman at Jacob's well, Jesus spoke of living water (John 4). She misunderstood Him to be speaking of physical water that would quench your thirst for the rest of your physical life. But Jesus was speaking of water as a symbol for something else, something that would quench a person's spiritual thirst. He was speaking of a right relationship with God, a relationship that successfully deals with our sin, guilt, and shame. This water would lead to eternal life.

It is this message of eternal life, through faith in Jesus, that God wants us to communicate to every person on this planet. One of the best tools we have found for doing so is Vacation Bible School. This is why we still do VBS every summer, giving it so much time, attention, and resources. We need you to pray that God will use our VBS this summer to bring eternal life to many some of the many children, and their families, who have never heard of what Jesus did for them.

Pray for the safety of all involved with VBS, all week.

Pray for the empowerment of God's Word as it is communicated through the songs, prayers, memory verses, themes, Bible lessons and stories, and through the love of our workers.

Pray that children will hear the quiet whisper of God's voice and will respond with faith.

Pray for the weather, that neither rain or heat will keep us from bringing God's good news to those who need to hear it.

Pray that God will be glorified in all of our efforts during this high-impact week of evangelism, Bible study and fun.

Pray for the additional workers and child escorts that we still need in order to pull this off.