South American Division Distributes 25 Million Books
by GC Publishing Ministries Department

The South American Division (SAD) launched a massive evangelistic outreach that is likely to be one of the most extensive evangelistic endeavors in the history of the church.

On Sabbath, March 24, hundreds of thousands of church members participated in the distribution of *The Great Hope*, led by the presidents of the General Conference, the South American Division, and local union conferences.

Starting at 8:00 a.m., Seventh-day Adventists gathered at their local churches for worship. Then, beginning at 10:00 a.m. until late in the afternoon, church members went out to distribute the books.

Before the start of the massive evangelistic outreach in São Paulo, Brazil’s largest city, Ted N. C. Wilson, General Conference president, spoke to a congregation of 2,000 members at the Brazil Adventist University, while thousands viewed via a television broadcast.

[continued on p. 4, BOOKS]
Mexico Holds Its First National LE Congress

by Alejandro Medina | Editor, GEMA

The Mexican Adventist Editorial Group (GEMA), the Adventist publishing house in Mexico, and the four Mexican union conferences organized a National Literature Evangelists Congress that gathered more than 800 literature evangelists (LEs) from the entire country.

The theme of the gathering was: “He sent me to bring hope into every home.”

The meeting was in Oaxtepec, Morelos, in Southern Mexico, from February 22 to 26. Publishing Ministry administrators and leaders of other conferences and unions also attended, as well as special guests: Howard F. Faigao, General Conference Publishing Ministries Department director; Filiberto Verduzco, Elie Henri, Abner De los Santos, and Mirto Presentación from the Inter-American Division; and Mario Martinelli and Sergio Mato from the Safeliz Publishing House in Spain.

During the meeting, Erwin González, GEMA president, spoke about the great advances of the Mexican Adventist Editorial Group and how the Lord has blessed it.

Last year GEMA sold US$9,445,862 in books. Elva Corina Morales, the literature evangelist with the highest sales in the country, sold US$137,515 in 2011. Another LE, Margarito Portela, brought 145 souls to the feet of the Lord.

In fewer than 10 years, GEMA has become one of the top 10 Adventist publishing houses of the world, receiving special acknowledgment from the General Conference last year. Also, the editorial department has produced more than 20 titles for LEs and the church.

During the congress, LEs enjoyed the presentations of various speakers who motivated delegates to do their best for the Lord. The Sabbath was a special time to meditate on the Word of God. Faigao spoke to the LEs about the tests of Christian life and exhorted them to be faithful to the Lord through the Publishing Ministry. Faigao also spoke to union and conference administrators about the importance of supporting the Publishing Ministry.

Nearly 3,200 literature evangelists take the hope of the gospel to a nation with 112 million inhabitants. GEMA has 47 bookstores that serve by spreading the hope of the Second Coming of Christ. Many of the 800,000 Adventists in our country are the result of the Publishing Ministry. This blessed ministry is going to produce many more souls for Christ.

Books Sold on Election Day

by Pavel Liberanskiy | ESD Publishing Director

The Russian presidential election was held on March 4, 2012. Two hundred literature evangelists (LEs) sold books in 100 polling stations in Moscow. The LEs were especially trained and prepared for this unusual form of evangelism. The books were produced by Source of Life Publishing House. As a result of this initiative, about 2,000 books worth more than US$10,000 were sold. What a blessed day!

Public School Gives Book

by Pavel Liberanskiy | ESD Publishing Director

Seventh-day Adventist members and literature evangelists handed out copies of The Great Controversy in a public kindergarten school in Kazakhstan. This was made possible through the school director. The books were then distributed to the children as special gifts to their parents. What a powerful way of witnessing!
LE Congress Held in Madagascar
by Super Moesi | SID Publishing Director

After 12 years, the dream to have a union-wide LE institute in the Indian Ocean Union Mission finally came true. The congress took place in Mantasoa from March 14–18, 2012. Mantasoa is about 200 kilometers from Antananarivo, the capital city of Madagascar.

Around 15,000 members attended the Sabbath worship service in Madagascar.

Division and union administrators and publishing leaders who attended the student LE club celebration. Erton Kohler, SAD division president, is at center.

In 2011, 10,279 student LEs in SAD sold more than US$20 million worth of books and magazines and led nearly 1,000 souls to baptism.

Praise the Lord! ★

SAD Sets Another Record
by GC Publishing Ministries Department

On March 11, 2012, 1,000 students, publishing leaders, and administrators gathered to celebrate the Student Literature Evangelist (LE) Club at the campus of the Brazil Adventist University in São Paulo. It is one of the largest university student LE clubs in the world. These students served as literature evangelists during their 2011 summer vacation.

This historic event stands as another record for the South American Division (SAD) because all levels of the church organization were represented during the celebrations. During the event were present the General Conference publishing director; division officers and publishing director; all seven Brazil union presidents, treasurers, and publishing directors; as well as conference publishing directors.

The division president, division publishing director, and union presidents gave messages of encouragement to the student LEs. Hundreds of students received awards and full scholarship certificates for their dedicated efforts. The celebration was capped with a grand banquet.

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Praise the Lord! ★
In his sermon, Wilson said: “This ministry is a way through which you and I can preach the gospel. Jesus is coming soon and there are thousands of people who do not yet know the transforming power of our God.”

With the help of maps and strategic planning, teams were formed to carry out the mass distribution and hand out the highest possible number of books in one day. The churches that participated had designated areas to cover.

*The Great Hope* was taken to homes, villages, shopping areas, businesses, schools, hospitals, and people on the streets.

About 3 million copies were distributed in the state of São Paulo. Ted Wilson and Erton Kohler, SAD division president, were among the people who distributed books in the city of São Paulo.

In Ecuador, union leaders organized more than 10,000 members to convene in the capital city of Quito to distribute nearly half a million copies of the book.

City officials developed awareness initiatives in preparing the city for this big event. Delbert Baker, a General Conference vice president, joined the team and encouraged church members to take part of the initiative.

“The Great Hope is a gateway to reach hearts and inform people that there is a better world to look forward to. With faith and hope we can enjoy this wonderful promise,” Baker said.

By the grace of God, and to His glory, almost 25 million books were distributed throughout the South American Division territory on that day.

At the end of the day, more than 50,000 people gathered in a large park in São Paulo to praise God for the massive distribution of books. The event featured various choirs, soloists, and an orchestra with more than 200 musicians.

The distribution will continue on Sabbath, March 31. The South American Division plans to distribute 70 million copies of *The Great Hope* by the end of 2013.

Only in heaven will we know the impact and result of this great movement of God’s people.

Praise be to God.

(Reports received from SAD leaders, ANN, and ASN).