

# THE ACTION BIBLE

## PRODUCT FAMILY FACT SHEET

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### BACKGROUND

David C Cook originally published *The Picture Bible* in 1978, and more than 3.5 million copies were distributed worldwide over the next four decades. In 2006, David C Cook planned to create fresh, original artwork for *The Picture Bible* and selected DC and Marvel Comics illustrator Sergio Cariello for the project. The updated edition released in 2010 as *The Action Bible*, claiming a spot on the ECPA Top 50 bestseller list for 515 weeks.



In celebration of *The Action Bible's* 10<sup>th</sup> anniversary, illustrator Sergio Cariello has crafted 25 new Bible stories and has expanded artwork for 23 of the original stories. The newly expanded hardcover edition of *The Action Bible*, featuring Cariello's new illustrations, arrives September 2020.

*The Action Bible* family of products includes more than a dozen resources, such as illustrated Bibles, curriculum, video, and devotionals. Today more than 82 million units are in print across 27 languages. *The Action Bible* video (airing on SAT 7) receives over 2.5 million views monthly, 30 million views annually.

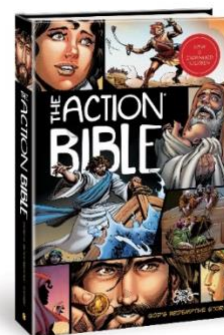
### BY THE NUMBERS

*The Action Bible* family of products has more than **82 million units in print**, including 25 million copies of *The Action Bible New Testament* and 55 million copies of *The Story of Jesus*.

Since 2010, *The Action Bible* has spent 515 weeks on the ECPA Top 50 bestseller list (over 9 years) and has sold 1.7 million copies in North America alone. Sales of the entire product line has topped 2.3 million units worldwide.

*The Action Bible* (complete text) has been translated into 27 languages:

- Spanish
- Bahasa
- Albanian
- Swahili
- Bosnian
- Russian
- Ukrainian
- Crimean Tatar
- Turkmen
- Serbian
- Georgian
- Romanian
- Macedonian
- Tajik
- French
- Hindi
- Kannada
- Arabic
- Hebrew
- Afrikaans
- Chinese
- Farsi
- Hungarian
- Indonesian
- Italian
- Portuguese
- Telegu



An additional 33 language translations are in process, with up to fifteen new translations reaching completion before 2021.