

# Media Kit

## Who Are The Gideons? What Do We Do?

Since 1911, The Gideons International In Canada has been dedicated to sharing God's Word through Scripture, reaching people across Canada and around the world. Founded as part of an international association originally formed in the United States, the organization became autonomous in 2011, and is now a fully Canadian-operated organization.

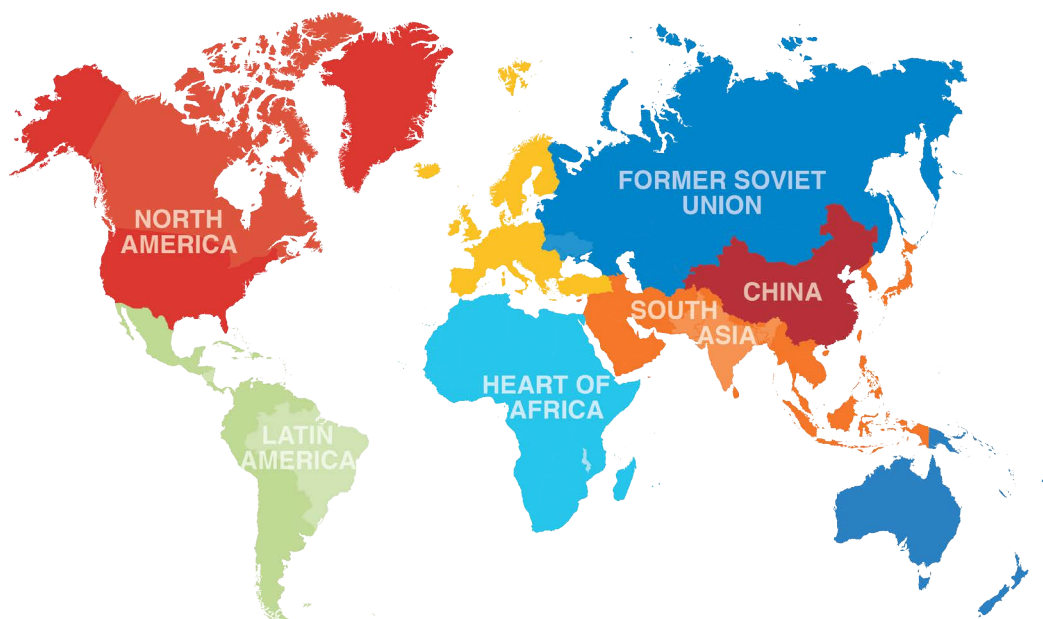
As an organization that values innovation, we are always looking for fresh, relevant ways of sharing the gospel message with new demographics. The NewLife app, developed in 2012, is a free app that can be downloaded onto smartphones and tablets in many countries around the world. It contains Scripture, answers to questions about Christianity and includes a place for the user to find a church nearby. In 2013, we launched our youth/young adults' ministry called SendMe. SendMe was developed from our passion to reach the next generation with the gospel and encourage them to share God's word with their peers, friends, and family.

## About ShareWord Global

In 2015, The Gideons International In Canada introduced ShareWord Global as the international arm of the ministry. ShareWord Global extends the ministry's passion for Bible-centric evangelism across the globe by equipping Christians around the world with evangelism tools and copies of God's Word so they can share the gospel in their own communities.

By partnering with international organizations and ministries such as Tyndale House Publishers, Mission Eurasia, and EduDeo Ministries, we work globally with churches to contextually share the gospel. Our mission is clear: to share the gospel of Jesus Christ using free copies of God's Word so people will accept God's gift of salvation.

## Active Regions of Ministry



## 2016-2017 Scripture Distribution Statistics



2,014,123 copies of God's Word distributed in Canada and around the world



21 countries with active ministry



16,000 churches involved and impacted



17 Global Outreach team trips with 88 Canadians participating in ministry overseas

# Ministry Distinctives



## Gospel-Centred Ministry

Our mission is clear: to share the gospel of Jesus Christ using free copies of God's Word so people accept God's gift of salvation.



## Mobilizing Believers

We equip Canadian members and global evangelists who offer their time, passion and resources to the cause of sharing the gospel using God's Word.



## Local and Global Partnership

We work globally with churches and complementary ministries to contextually share the gospel.

## Our President: Peter Marshall



Peter Marshall is a visionary leader championing the spread of the gospel around the world. His passion to see Jesus made known drew him to The Gideons International In Canada in 2005, when he joined the staff at their Head Office in Guelph, Ontario.

Since becoming President of The Gideons in August 2011, Peter has kept the 100-year-old mission—sharing the message of Christ—upfront, while leading critical changes in the organization. The innovation of print and digital resources has created new, relevant ways to share the hope of God's Word.

In September 2015, Peter was excited to launch a new name for the ministry's international arm: ShareWord Global. Having travelled worldwide, to places like China, the former Soviet Union, Africa, South America, and India, Peter knows first-hand the universal hunger for God's Word. It's the cry that keeps him focused on the cause.

Prior to joining The Gideons, Peter and his wife Keli founded and ran a successful clothing company in Alliston, Ontario. They reside in Erin, Ontario with their lovable dog, Rogan, and enjoy the outdoors, hiking, and biking.

Wherever he goes, Peter loves the opportunity to share his God-given gifts in speaking and leadership. Every day, he wakes up every day filled anticipation, asking, "God, how will you use me to impact lives with the gospel today?"

**Media Contact:** Michelle Peters, Director of Communications & Marketing; [michelle@gideons.ca](mailto:michelle@gideons.ca)

**Social Media:** [Facebook](#), [Twitter](#), [YouTube](#) & [Instagram](#)

For more information, download our 2016/2017 Impact Report [here](#).



**The Gideons**  
INTERNATIONAL IN CANADA



**ShareWord**  
GLOBAL