



Dear brothers and sisters in Christ,

I am excited to write you about a tool, the Streetlights Urban Audio Bible, which God has been forming with the purpose of meeting an undeniable need in our present day. Illiteracy has become a great blockade for many people to access the transforming truth of God's Word. Consequently, we have dove headfirst into Streetlight's production, which uses the oral means of relevant music paired with powerful Scripture reading and delivered through practical technology to engage this demographic. We pray it becomes a dynamic tool for your ministries and helps to grow disciples in His power. The following text gives the finer details to this exciting project and we pray that it is a blessing to you.

Esteban Shedd
GRIP Outreach For Youth
Streetlights Coordinator

The Problem

Imagine that you cannot read. How would this affect the areas of your professional and personal life? What if you could neither comprehend the contents of the Bible nor internalize God's Word—how would your view of God and your relationship with Him be impacted?

A staggering 50 million Americans—many of whom are youth and young adults living in America's impoverished areas —struggle with illiteracy, and as a result, cannot read or internalize the Word of God.

The Solution

Streetlights is the world's first urban audio Bible, combining the authentic Word of God in the New Living Translation with a dynamic score influenced by the cultures of the inner city. Top recording artists, accomplished music producers, and professional videographers unite to bring you word-for-word Scripture recited to industry standard, street-credible hip-hop beats. Through this relevant and engaging format, people of all literacy levels will be able to hear, understand, and internalize the Word of God.

Streetlights' primary target audience is illiterate and semi-literate urban young people, from ages 10 to 35. Our secondary target audience is—everyone else. Our goal is to make Streetlights accessible to the under-resourced through download at the Streetlights website.

The Core Partners

Three strategic partners have come together to form the foundation of our plan:

- GRIP Outreach For Youth:** A frontlines, inner-city ministry that provides a solid organizational foundation, and a real understanding of our primary target audience—at-risk youth.
- Humble Beast Records:** A major record label that provides a national network of professional music producers, vocal artists, videographers, and established distribution channels.
- Tyndale House Publishers:** A world-class Christian publisher that has granted us the license to use the New Living Translation royalty-free



First Release: Divine DNA

In order for ministries to utilize Streetlights most effectively—and due to the large quantity of content and production necessary to create an audio Bible—Streetlights will be released in *project phases* combining thematic packages and whole books of the Bible. For example, the first thematic project phase will be titled “Divine DNA” and will consist of Genesis chapters 1—6 combined with the entire Gospel of John. It is set to be released on October 18th, 2011. See below for the content and timelines for the first four project phases.

STREETLIGHTS Project Phase Roll-Out Plan				
Project Phase:	#1	#2	#3	#4
Title & Theme:	“Divine DNA” Creation, Fall, Redemption	“Dust and Breath” Depravity and Reconciliation	“Living Script” General and Special Revelation	“Faith Moves” Sovereignty, Faith and Salvation
Bible Content:	Genesis 1-6 Gospel of John	Genesis 4, 6 and 7 Jeremiah & Romans	Exodus 1- 20 1 & 2 Peter	Genesis 11-25, 37-50 Hebrews
Timeline:	Month 1 - 3	Month 4 - 6	Month 7 - 9	Month 10 - 12
Sample Art:				
Products:	Audio: - Free MP3 Download - MP3 Purchase on iTunes - CD Packaging Visual: - Music Video DVD - Teaching DVD Apparel: - T-Shirt, etc.	Audio: - Free MP3 Download - MP3 Purchase on iTunes - CD Packaging Visual: - Music Video DVD - Teaching DVD Apparel: - T-Shirt, etc.	Audio: - Free MP3 Download - MP3 Purchase on iTunes - CD Packaging Visual: - Music Video DVD - Teaching DVD Apparel: - T-Shirt, etc.	Audio: - Free MP3 Download - MP3 Purchase on iTunes - CD Packaging Visual: - Music Video DVD - Teaching DVD Apparel: - T-Shirt, etc.

Links

Please take advantage of the Streetlights sampler found at our website www.streetlightsbible.com as well as the Streetlights videos you will find there.

Potential Ministry Product Applications

STREETLIGHTS Product Applications				
Individual	Small Group	Church Corporate	Institutional	Mass Media
<ul style="list-style-type: none"> - Playback for Daily Bible study - Tool for praise and worship - Memorization tool - God honoring entertainment and enjoyment - In depth study resource via the Streetlights website - Audio streaming on social networking site - Doctrinal teaching videos by artists, pastors, youth workers - Evangelization tool - Mobile phone ringtones 	<ul style="list-style-type: none"> - Audio reading assistant - Tool for praise and worship - Discipleship tool for 'One on One' meetings 	<ul style="list-style-type: none"> - Audio/Video praise and worship tool - Study Assistant in Church wide Scripture memorization - Counseling Tool for Pastors with members who are illiterate - Web tools for online ministry via church web sites - Consistent supply of tools for youth pastors, especially those in under resourced urban settings 	<ul style="list-style-type: none"> - Curriculum for hip-hop classes in school systems - Reading assistant tool - School systems - Prison systems - Juvenile Centers - Non-Profit After-School Programs - Churches - ESL Programs 	<ul style="list-style-type: none"> - Evangelism tool through social networking sites and blogs (i.e. Facebook, etc.) - Internet leaks and special packaging to Gospel-closed countries - ESL programs with broad international implications - Third Party Christian Conferences for media content (i.e. Dare to Share)

Contact

Thank you for seriously considering this opportunity!
 I you have interest in having more information please contact:

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