

Charisma News – ‘Christmas’ Makes a Comeback

Christ is re-emerging in Christmas themes across the United States. “There is now evidence that our prayers over the last few years are being answered,” wrote Ted Baehr, founder and publisher of Movieguide. “Hollywood, Big Business—they seem to be finally getting the message: There are believers out there! God is alive and well in popular culture!” Some of the nation’s largest retailers, including Wal-Mart, Macy’s and Sears, are using the greeting “Merry Christmas” instead of “Happy Holidays,” incorporating “Christmas” in displays and promotions, and playing sacred and secular carols throughout their stores. “We, quite frankly, have learned a lesson from last year,” Wal-Mart spokeswoman Linda Blakely told USA Today. “We’re not afraid to use the term ‘Merry Christmas.’ We’ll use it early. And we’ll use it often.” Baehr believes the re-emergence of Christ in Christmas may be a sign of a budding revival. He said another sign of this potential awakening is the release of The Nativity Story, which he described as a “wonderful, dramatic, engaging movie” that tells the “ultimate truth” of what Christmas is about. “Christ is marching triumphantly back into Christmas,” he said. “...The tide is starting to turn.” To learn more about The Nativity Story, see the December issue of Charisma, which is on newsstands now.