

Jews.com Launches New York Billboard Campaign Inviting Jewish People to Consider Jesus as Messiah

Rabbi Kirt Schneider and Discovering the Jewish Jesus have launched with a major New York City outreach campaign inviting Jewish people to examine the Hebrew Scriptures and consider whether Jesus is the promised Messiah.

The campaign features billboard placements across the New York metropolitan area, from Brooklyn to Manhattan and northern New Jersey, including a prominent placement outside Barclays Center and locations on Manhattan's East Side. Plans are underway to expand the campaign into other major metropolitan areas throughout the United States. Added Digital outreach supports the initiative through online channels.



“Acquiring , to me is equivalent personally to when the Lord parted the Red Sea for Israel. The chance of me ever acquiring the domain name was impossible, yet the Lord himself literally gave it to me. Why? Because he knew that we’d be faithful by his grace to proclaiming Yeshua as the Messiah to the Jewish people.”

reflects a mission Schneider says became clear through a spiritual experience centered on Acts 2:22, where the Apostle Peter addresses Israel and points them to Yeshua of Nazareth.

“I knew right then and there, in an instant, that God was calling me and Discovering the Jewish Jesus to challenge Jewish people in a whole new way, at a whole new level, with the good news of Messiah,” Schneider said.



After decades of preaching primarily to Christian and Gentile audiences around the world, Schneider says he is now “laser-focused on reaching Jewish people.”



Order Rabbi Kirt Schneider's New Book, "The Mystery of the Tabernacle" on !

That focus is rooted not only in evangelism, but also in Schneider's understanding of biblical prophecy. He believes the turning of Jewish people to Yeshua is connected to the return of Jesus, giving the outreach significance beyond New York.

was designed specifically for Jewish visitors, approaching questions about Jesus and Messiah from a distinctly Jewish context. Through video, personal testimony, biblical teaching and written resources, visitors can hear Schneider's story, explore Messianic prophecy in the Hebrew Scriptures and consider the case for Yeshua as Israel's promised Messiah.



Schneider also sees as a resource for Christians who want to share their faith with Jewish people but may not know how to begin.

“This is the most powerful tool on earth we have right now to share the love of Messiah with Jewish people,” Schneider said.

Christians do not need extensive knowledge of Messianic prophecy or to make the case themselves. They can simply share with a Jewish friend, family member, coworker or neighbor and allow that person to explore the Scriptures and the question of Messiah at their own pace. Share the link. Start the conversation. Let do the rest.

Rabbi Kirt Schneider is a Jewish-born religious broadcaster,

author and founder of Discovering The Jewish Jesus, a global media ministry focused on the Jewish roots of Christianity and the identity of Jesus as Messiah. Raised in a Jewish home, Schneider later embraced faith in Jesus following what he describes as a life-changing spiritual encounter. His media work reaches audiences internationally.