

YouVersion Organizes KJV Bible Flash Mob

✖ What's 400 years old and red in some places? The King James Version of the Bible.

Now, the creators of YouVersion, a digital version of the Bible, are organizing a flash mob around the King James Version of the Good Book to celebrate its 400th anniversary—and it may be read all over.

Indeed, if YouVersion pulls off its grand idea it will be the largest and fastest Bible-reading event in history.

Here's the deal: YouVersion is asking for people to participate in reading an assigned portion of the KJV Bible during a six-minute 40 second time-frame—or 400 seconds total—beginning at 12:00 p.m. EDT on May 2.

On the day of the event, participants are invited read their passages out loud, share photos and posts on Twitter and Facebook, or even arrange a meetup to read their passages with friends. YouVersion will also switch the default online Bible version to the King James Version.

"I believe this global Bible reading event shows just how far we have come and where we are going with access and interaction with the Bible," says Bobby Gruenewald, Innovation leader at , creators of YouVersion.

Interested in participating? You can sign up on