

American Bible Society Launches App Alongside New Bible Game Show

An overwhelming majority of Americans—85 percent—have a Bible in their homes. But this week, their knowledge of the best-selling book of all time will be put to the test in a new television series from the Game Show Network, *The American Bible Challenge*.

In the show, which aired Thursday night, comedian and author Jeff Foxworthy asks questions “designed to acknowledge and celebrate the Bible’s continuing importance in contemporary life and culture,” GSN says.

For those not lucky enough to be selected for the show, American Bible Society is helping Facebook users test their own Bible knowledge from the comfort of their own homes. The American Bible Challenge Facebook App, with exclusive content provided by American Bible Society, will launch this week to coincide with the show’s premiere.

“The American Bible Challenge app is designed to be a lot of fun. But I think people who play will discover just how much they really know about the most famous book of all time,” said Geoffrey Morin, chief communications officer of American Bible Society. “In American Bible Society’s State of the Bible survey earlier this year, 79 percent of people surveyed said they believe they are knowledgeable about the Bible, but only 46 percent were able to correctly identify the first five books of the Bible. So clearly there’s a disconnect.”

Contestants will share their back-stories and each team will play for a charity. They will be answering questions drawn from the rich, dense narrative found in the Bible, and will utilize current and historical references.

Whether the game show's contestants win big or head home chagrined, Morin says that the very existence of *The American Bible Challenge* is a good thing for America.

"From poverty to politics, environment to ethics, revolution to romance, the Bible has always addressed society's most-pressing issues," said Morin. "A TV show centered on Bible knowledge speaks to the enduring relevance of the Bible in our everyday lives."