

American Bible Society to Give 1,000 Free Bibles to Kanye West Fans

American Bible Society today announced that they will send up to 1,000 free Bibles to any Americans curious about the historical book and Christian faith. This comes largely in response to the release of American rapper Kanye West's latest album, *Jesus is King*, which was released to the public on Oct. 25, 2019.

"Kanye West's album has had an immediate effect on the current news cycle. 'Jesus is King' was a trending internet search last week with over 1 million queries on Google alone," said Dr. John Farquhar Plake, director of ministry intelligence at American Bible Society. "Coincidentally, something we're seeing as a rising trend is that most Americans turn to Google as a de facto spiritual guide. Our goal with this campaign is to give Americans—and, yes, Kanye fans—the opportunity to look for answers to their most pertinent questions at the source."

Google searches for the term "Jesus" and the query "What do Christians believe?" both spiked in the U.S. around the same time *Jesus is King* was trending on Thursday, Oct. 24. American Bible Society hopes to aide those with questions by offering free access to the Bible.

"This is what we love to do: share the Bible with those who are seeking spiritual answers or simply curious about its contents," added Robert Briggs, interim president and CEO at American Bible Society.

Anyone in the U.S. interested in receiving a Bible—completely free of charge—can do so by filling out the form at this link: {eoa}

About American Bible Society

Since 1816, American Bible Society has worked to make the Bible available to every person in a language and format each can understand and afford, so all people may experience its life-changing message. One of the nation's first and most enduring ministries, today's American Bible Society provides resources across a variety of platforms, enabling first-time readers and seasoned theologians alike to engage with the bestselling book of all time. For more information, visit .