

Bible Sees Renaissance Among Children, YouVersion Reports

The most popular book of all time may be celebrating a bit of a renaissance.

Thanksgiving Day marks the first anniversary of the Bible App for Kids, developed by YouVersion in partnership with OneHope. The app has been downloaded in 200-plus countries and nearly 5 million times.

“This app literally brings the Bible to life,” wrote reviewer Zach Green. “This app is great for new believers as well as for children.”

Today’s digital age requires new formats for media consumption. And Hollywood responded to that call with two Bible-based blockbusters: *Noah* and the December release of *EXODUS: Gods and Kings*.

“Today’s kids love technology,” said OneHope president Rob Hoskins. “We’re raising a generation of digital natives. That is why we have placed a significant focus on developing digital ministry tools to support parents and churches by providing them with quality, age-appropriate, Scripture-rich content that is a good digital option for kids to engage with.”

In late August, the Bible App for Kids was translated into its first language: Spanish. Now nearly one-quarter of all Bible App for Kids downloads use the Spanish translation. Last week, it launched in Chinese and Korean. By the end of 2015, developers plan to release the app in 9 additional languages, with a total of 40+ stories so children around the world can experience the gospel through this innovative and engaging

platform.

“My 2- and 4-year-old love it,” said Melinda York in her Google Play store review, “they love the interactive stories and I like that they are getting a good introduction to the Bible. Thank you to the developers of this app and for making it free.”

Free downloadable parent resources were also created to accompany each story so that the whole family can engage in God’s Word together.

In another app review, Terri Lozano calls it, “The BEST interactive Bible story app. It’s the first thing they go to on my phone on our ride home from school. They even made a trivia game of it between them. It’s such a delight to my heart to see their interest in the stories. Keep the new stories coming. God bless you.”

The Bible App for Kids is available for free on the App store, Google Play and Amazon.