

Bookstore of 'Apostolic Proportions' to Carry 1,000 Missions Titles

Billed as the "world's largest missions bookstore and a bookstore of apostolic proportions," a temporary store will be an integral part of Urbana 12—the tri-annual gathering of students sponsored by InterVarsity Press (IVP) that is expected to draw 18,000 registered participants and 262 missions agencies.

The 23rd Urbana Student Missions Conference, to be held Dec. 27-31 at the America's Center Convention Complex in St. Louis, is designed to equip and send out the next generation of missionaries and church leaders.

"Since 1946, Urbana has engaged over 250,000 students through 22 student missions conferences and continues to serve as the largest student missions conference in North America," said Tom Lin, director of Urbana and vice president of missions for InterVarsity Christian Fellowship. "Over the years, we have discovered that God has uniquely used Urbana to enable students to discern God's calling for their lives."

IVP authors Sandra Van Opstal (*The Mission of Worship*) and Lin (*Pursuing God's Call*) will be keynote speakers at the conference. Twenty IVP authors will also serve as seminar speakers, track directors or part of the worship and performing arts teams.

The bookstore, featuring more than 1,000 unique titles from IVP and other publishers, is a key component in sending out attendees after Urbana.

"When people respond to God's call they need information to activate their response, from being better equipped in

specific missions issues to being better prepared spiritual and theologically for missions,” Lin said. “InterVarsity Press’ long-term commitment to campus mission and global missions, and its commitment to diversity—over 40% of Urbana participants are ethnic minorities—make it a wonderful partner for Urbana.”

IVP Publisher Bob Fryling added: “IVP serves the Urbana delegates with probably the largest mission-related bookstore in the world, while Urbana is a strategic time for IVP to expose its wealth of missions, evangelism and discipleship books to a new and dedicated generation of Christian students.”